I 29.2: B 48/8/pt.1

MAR 1 2 1990

concessions comparables study
part one

BIG BEND

NATIONAL PARK • TEXAS

COMPLETED
BEST COPY AVAILABLE

CONCESSIONS COMPARABLES STUDY
BIG BEND NATIONAL PARK
TEXAS

PART I

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE
DENVER SERVICE CENTER
PROFESSIONAL SUPPORT DIVISION
CONCESSIONS BRANCH

DECEMBER 1989

CONTENTS

PART I

I. INTRODUCTION 1

II. METHODOLOGY 5

III. STUDY AREA 7

IV. POTENTIAL COMPARABLES 9
Lakes Under The Jurisdiction of The U.S. Corps of Engineers 10
List of Potential Comparables Visited 11
Supplemental Survey 13
Comparables Criteria Chart 15
Recommended Comparables 21
Supplemental Survey 22

APPENDIXES 23
A: Concession-Provided Facilities at Big Bend National Park 25
National Park Concessions, Inc. (Concessioner) 26

B: Recommended Comparables 49
Lajitas, Texas 50
Lajitas on the Rio Grande 51
Ruidoso, New Mexico 62
The Carrizo Resort 63
Ruidoso Inn 75
Best Western Swiss Chalet 85
Tall Pines RV Park 99
White River Lake, Texas 107
White River Lake Marina (RV Sites) 108
Graham, Texas 113
Gateway Inn Motel 114
Lake Texoma, Texas/Oklahoma 130
Cumberland Cove Resort 131
Grandpappy Point Marina 144
Buncombe Creek Resort and Marina 157
Bridgeview Resort 160
Elephant Butte Lake, New Mexico 167
Elephant Butte Inn 168
Alpine, Texas 181
Stillwell RV Park and Store 182
Sanderson, Texas 186
Ybarra Drive Inn (Gasoline Service) 187
Supplemental Survey 189
Ruidoso, New Mexico 190

PART II
(Separate Volume)

APPENDIXES (Continued)

C: Facilities Reviewed But Not Recommended As Comparables 1
Terlingua, Texas 2
Big Bend Motor Inn 3
Marathon, Texas 15
The Gage Hotel 16
Alpine, Texas 30
The Sunday House Motor Inn 31
Siesta Country Inn 41
Bien Venido Motel 51
Red Bluff Lake, Texas 55
Cloudcroft, New Mexico 57
The Lodge at Cloudcroft 58
Mescalero, New Mexico 79
Inn of the Mountain Gods 80
Ruidoso, New Mexico 86
The Inn at Pine Springs Canyon 87
Innsbruck Lodge 97
Cree Meadows Lodge 105
Forest Home Cabins 106
Shadow Mountain Lodge 107
Super 8 Motel 117
Rio Penasco RV Park 123
Graham, Texas 126
Rock Creek Camp 127
Possum Kingdom Lodge 137
Lakeview Lodge 143
One Mountain Place 147
Sanbar Lodge 151
Marble Falls, Texas 155
Best Western Hill Country Motel 156
Lake Travis, Texas 163
The Inn on Lake Travis 164
Canyon Lake, Texas 179
Maricopa Lodge 181
Canyon Lake Cottages 189
River Valley Cottages and RV Park 197
Maricopa Ranch Resort Motel 205
Turkey Cove Motel 221
Alpine, Texas 225
Newell Oil Company (Gulf Service Station) 226
Highland Texaco 228
Supplemental Survey 230
Ruidoso, New Mexico 231

I. INTRODUCTION

In accordance with a request from the Southwest Regional Office, a study to select comparables for the concession-operated facilities at Big Bend National Park was conducted October 23 through November 6, 1988.

In addition, representatives from the Southwest Regional Office and Big Bend National Park conducted a supplementary study during September 22-25, 1989, in order to locate a wider range of comparables for RV campgrounds, service stations, and miscellaneous food service items. The results of this subsequent survey have been incorporated within this study.

Big Bend is located in southwestern Texas, approximately 230 miles southwest of Midland. The park encompasses 708,221 acres from the Rio Grande up through the Chihuahuan Desert, which constitutes the majority of the park, to the Chisos Mountains. Big Bend is a spectacular geological showplace, where erosion has exposed geological formations from the simplest to the most complex.

The concession services at Big Bend, provided by National Park Concessions Inc., include 20 older motel units, eight lodge units, six stone cottages, and 38 new motel units for a total of 72 rooms; 3 service stations; a 25-site RV park; grocery and gift shops; an 84-seat, full-service restaurant; and a small coffee shop with 14 seats. The overnight lodging, restaurant, and gift shop are located in the Chisos Mountains Basin. (See appendix A for additional information pertaining to concession-operated facilities and services.)

BLANK PAGE

This Texas map shows the main routes to Big Bend National Park.

BIG BEND NATIONAL PARK

BEST COPY AVAILABLE

BLANK PAGE

II. METHODOLOGY

During October 23-24, 1988, an analyst from the Denver Service Center (DSC) Concessions Branch met with the park and concessioner staff to discuss the procedures to be used for the study, to coordinate the proposed locations to visit, and to review the concession-operated facilities at Big Bend.

Potential comparable facilities were solicited from both the park staff and the concessioner prior to the study. Additional facilities reviewed as potential comparables were located through the American Automobile Association (AAA) Tour Books, brochures, and advertisements. During the study, several other potential comparable locations and facilities were discovered through state and local visitor information centers, by visual sitings, and through referrals from operators of similar services.

The National Park Service (NPS) study team was comprised of the following individuals:

Duane Alier, Management Assistant, Big Bend National Park
Alan Cox, Chisos District Ranger, Big Bend National Park
Rebecca Childers, Concessions Analyst, DSC, Team Leader

The following individuals accompanied the NPS study team as representatives of National Park Concessions, Inc., the corporation which operates the concession facilities at Big Bend.

O.E. Atwell, Vice President, National Park Concessions, Inc.
Jim Milburn, National Park Concessions, Inc.
Randal Houchin, Manager, Big Bend Operations

These concession representatives participated in the on-site review of the potential comparables, assisted with data collection, aided in the location of additional potential comparables, and provided valuable assistance in the preselection process to determine which comparables were the most similar to their operation at Big Bend and therefore representative of a good comparable. Their participation enabled the NPS study team to eliminate some noncomparable facilities on-site in an expedious manner and also contributed immensely to the successful completion of a productive comparables study.

A total of 44 properties were reviewed during the course of this study. These facilities are located in the states of Texas, New Mexico, and Oklahoma, and are within a 620-mile radius of Big Bend. Numerous other properties were visited or quickly reviewed during this study; however, they are not included herein as potential comparables because they did not reflect the basic resort-type location, size, or type of facility/service the study team felt would meet even the minimum NPS criteria for a comparable.

The comparables study was conducted in accordance with the basic guidelines contained in Public Law 89-249, Section 3(c).

The National Park Service, Concessions Rate Approval Program (NPS-48) procedures for a "Full Review of Similar Services" were utilized for selection of recommended comparables.

Due to the many different types of concession facilities and services provided at Big Bend, it was not possible to find comparables whose operations were entirely similar to those of the concessioner; however, potential comparable facilities were located which are similar in many respects and provide an accurate basis for a comparables study.

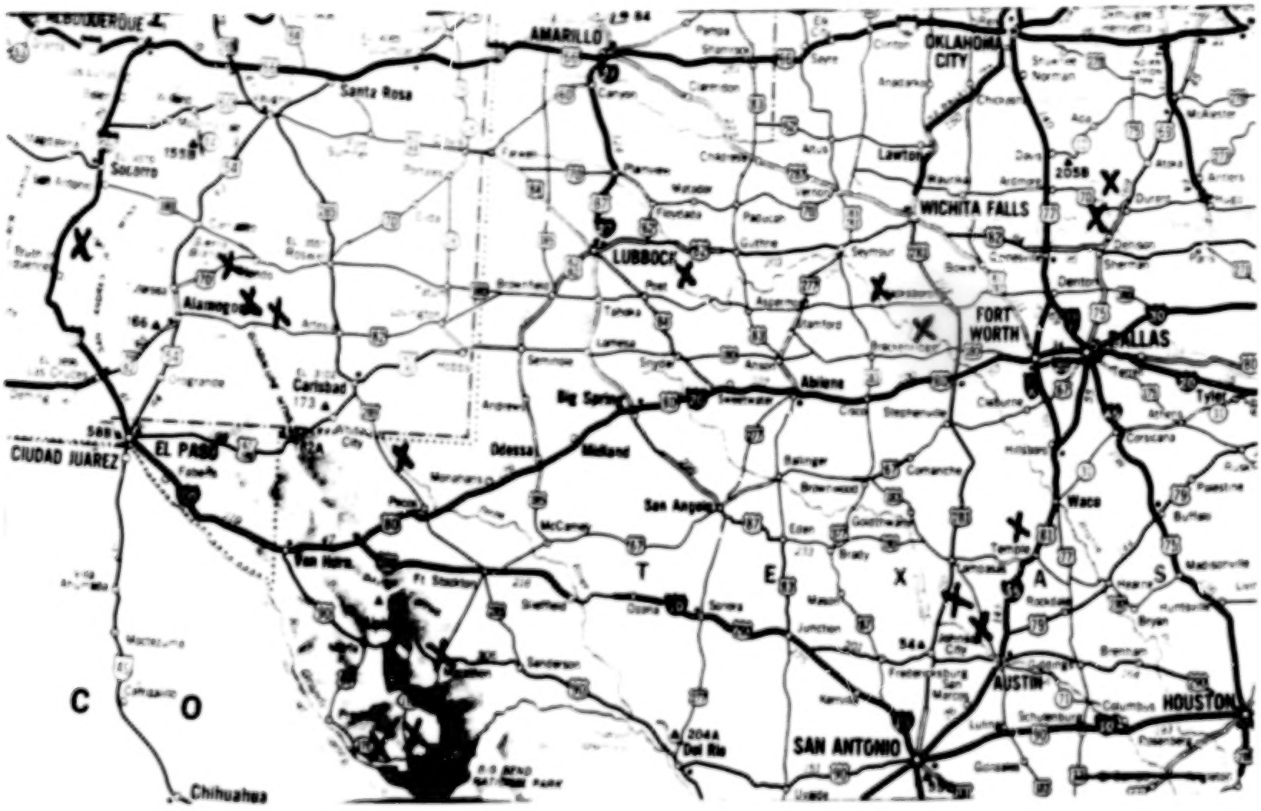
The results of this comparables study are provided in the following pages and appendixes. Recommended comparables, rate schedules, and a detailed inventory of properties visited (with photographs where available) are included for your information and future reference. A VHS video was produced during the study, with each potential comparable filmed, to provide a permanent record and data base for ready reference and future comparability purposes.

In an attempt to locate additional comparables for RV campgrounds, service stations, and miscellaneous food service items, the following representatives from the Southwest Regional Office (SWRO) and Big Bend National Park conducted a supplementary study during September 22-25, 1989. The results of this subsequent survey have been incorporated within this study:

Harold Spencer, Concessions Analyst, SWRO
Duane Alier, Management Assistant, Big Bend National Park

III. STUDY AREA

The following map indicates the general areas visited during the comparability study (a more detailed map is provided herein for each primary location visited).



"X" indicates general areas visited during this study.

BEST COPY AVAILABLE

BLANK PAGE

IV. POTENTIAL COMPARABLES

The following "List of Potential Comparables Visited" and "Comparables Criteria Chart" are provided as both an easy reference to the various facilities visited and as a summary which identifies the applicable NPS-48 criteria reflected at each facility.

In many cases, the facilities visited did not have available all of the information requested during the study. Also, some of the managers/owners contacted were reluctant to provide certain data to the study team. These omissions are reported on the chart as a "?".

Rates for overnight accommodations, food service, and other related facilities and services are included within this study for informational purposes only and are not considered as an integral part of the comparable selection process.

LAKES UNDER THE JURISDICTION OF THE U.S. CORPS OF ENGINEERS

The Corps of Engineers conducts a review and approval process for rates charged by the commercial operators on lakes under their management. Their rate review procedures appear to be somewhat the same as the National Park Service system for a "Simplified Review of Similar Services" (NPS-48); however, they do not utilize a system for establishing comparables as the NPS requires, nor do they oversee the commercial operations with a continual review program as the NPS does with concessioners. Land is leased by the Corps to the commercial operators similar to the land assignment method the NPS uses for concessioners.

A discussion with the U.S. Corps of Engineers Project Manager for Lake Texoma (214-465-4990) revealed that there are presently 24 commercial leases for operations on the lake. Leasees must notify the Corps within seven days of an anticipated rate increase; rate increases are reviewed and can be questioned if they appear too high (drastic rate increases are discouraged). The Corps indicated that supply and demand pretty much determines rates on Lake Texoma.

Therefore, the lakes which fall under the jurisdiction of the U.S. Corps of Engineers are included herein as it is determined that these commercial operations are effectively conducting business in a competitive environment comparable to the private sector.

LIST OF POTENTIAL COMPARABLES VISITED

1.	Lajitas on the Rio Grande Lajitas, Texas	Rooms, food service and lounge, RV park
2.	Big Bend Motor Inn Terlingua, Texas	Rooms, food service, store, RV park, camp cabins, service station
3.	The Gage Hotel Marathon, Texas	Historic hotel and food service
4.	The Sunday House Motor Inn Alpine, Texas	Rooms and food service (leased out)
5.	Siesta Country Inn Alpine, Texas	Rooms (some kitchenettes)
6.	Bien Venido Motel Alpine, Texas	Rooms (some kitchenettes)
7.	Red Bluff Lake, Texas	Small hotel with restaurant
8.	The Lodge at Cloudcroft Cloudcroft, New Mexico	Old historic railroad hotel, restaurant, lounge, golf, pool, shops, etc.)
9.	Inn of the Mountain Gods Mescalero, New Mexico	Four-star resort, 225 rooms, shops, restaurant, etc.
10.	Best Western Swiss Chalet (Formerly Sunday House) Ruidoso, New Mexico	Eighty-two rooms, restaurant, pool, suites, etc.
11.	The Inn at Pine Springs Canyon Ruidoso Downs, New Mexico	One hundred rooms, spa, no food service, across from race track
12.	Innsbruck Lodge Ruidoso, New Mexico	Rooms
13.	The Carrizo Resort Ruidoso, New Mexico	Rooms, condos, restaurant and bar, grocery/convenience store, gas pumps
14.	Tall Pines RV Park (Campground) Ruidoso, New Mexico	Eighty sites with complete hookups, no rest rooms or showers, no laundry
15.	Cree Meadows Lodge Ruidoso, New Mexico	Rooms

16.	Forest Home Cabins Ruidoso, New Mexico	Individual new log cabin units with fireplaces
17.	Shadow Mountain Lodge Ruidoso, New Mexico	Nineteen rooms with kitchens or wet bar
18.	Ruidoso Inn Ruidoso, New Mexico	Rooms, restaurant and bar
19.	Super 8 Motel Ruidoso, New Mexico	Fifty-three rooms and suites
20.	Rio Penasco RV Park Mayhill, New Mexico	Twenty-two spaces with water, sewer, electricity, garbage pick up, cable television, showers rest rooms, laundry
21.	White River Lake Marina Spur, Texas	Ten RV spaces, store, fast food, gas pumps, and boat slips
22.	Gateway Inn Motel Graham, Texas	Motel, restaurant, pool, private club
23.	Rock Creek Camp Possum Kingdom Lake Graham, Texas	RV park, cabins, store and gas
24.	Possum Kingdom Lodge Possum Kingdom Lake, Texas	Cabins, store and gas
25.	Lakeview Lodge Possum Kingdom Lake, Texas	Cabins and campsites
26.	One Mountain Place Possum Kingdom Lake, Texas	Cabins and RV sites
27.	Sanbar Lodge Possum Kingdom Lake, Texas	Rooms and store
28.	Buncombe Creek Resort-Marina Lake Texoma, Oklahoma	RV campground, gas and store, gift shop
29.	Cumberland Cove Resort, Inc. Lake Texoma, Oklahoma	Cafe, store, RV campground, motel, marina and fishing barge
30.	Grandpappy Point Marina Lake Texoma, Oklahoma	RV campground and cottages (new), gift store and ships store
31.	Bridgeview Resort Lake Texoma, Oklahoma	Cabins and RV sites

32.	Best Western Hill Country Motel Marble Falls, Texas	Motel
33.	The Inn on Lake Travis (Lago Vista) Travis Lake, Texas	Motel, restaurant, golf, pool, tennis
34.	Elephant Butte Inn Elephant Butte, New Mexico	Motel, restaurant, lounge
35.	Maricopa Lodge Canyon Lake, Texas	Motel
36.	Canyon Lake Cottages Canyon Lake, Texas	Cottages
37.	River Valley Cottages and RV Park Canyon Lake, Texas	Cottages and RV sites
38.	Maricopa Ranch Resort Motel Canyon Lake, Texas	Motel, cabins, and RV sites
39.	Turkey Cove Motel Canyon Lake, Texas	Motel and restaurant
40.	Stillwell RV Park and Store Marathon, Texas	RV sites and gasoline service
41.	Ybarra Drive Inn Sanderson, Texas	Gasoline and related service
42.	Gulf 76 Service Station Alpine, Texas	Gasoline and related service
43.	Texaco Service Station Alpine, Texas	Gasoline and related service

SUPPLEMENTAL SURVEY

44.	Circle B RV Campground Ruidoso, New Mexico	RV sites, gasoline and related service
45.	Mountain High RV Park Ruidoso, New Mexico	RV sites
46.	Chevron Food Mart Ruidoso, New Mexico	Gasoline and related service
47.	Chevron Ruidoso Ruidoso, New Mexico	Gasoline and related service
48.	Exxon White Mountain Ruidoso, New Mexico	Gasoline and related service

49. Texaco Gateway — Gasoline and related service
Ruidoso, New Mexico

50. Phillips 66, Ruidoso Downs — Gasoline and related service
Ruidoso, New Mexico

51. The following food-service facilities were visited during the supplemental survey. These facilities, if not recommended/selected as comparables, may be considered for reference during the rate administration process for the concessioner's "hard-to-find" or "one-of-a-kind" menu items which cannot be located at the selected comparable facilities:

- Don Victor's
- Cree Meadows Resort
- Ann Marie's Alpine Lodge
- Apple Tree
- Cattle Baron
- Casa Blanca
- Inn of the Mountain Gods
- K-Bob's
- Carrizozo Restaurant
- Swiss Chalet
- Ruidoso Inn

COMPARABLES CRITERIA CHART

NPS-48 Criteria	1 Concessioner	2 Lajitas on the Rio Grande	3 Big Bend Motor Inn	4 Gage Hotel	5 Sunday House	6 Siesta Country Inn	7 Bien Venido Motel	8 Lodge at Cloudcroft	9 Swiss Chalet	10 Inn of Pine Springs	11 Innsbruck Lodge	12 Carrizo Resort	13 Tall Pines RV Park
Lodging & Misc.:													
1. Similar Size (less than 75 rooms, 75-150, 150+)	72 (66 motel) (6 cottage	81 rooms (motel)	32 rooms (motel) *	20 rooms (hotel) *	80 rooms (motel)	21 rooms (motel) *	40 rooms (motel) *	47 rooms (hotel) *	82 rooms (motel)	100 rooms (motel)	47 rooms (motel) *	27 rooms (motel) *	None
2. Peak Season Occupancy Rates (over 68%/under 68%)	68+%	95% *	100% *	75% *	85% *	75% *	50%	80+% *	70-80% *	70-80% *	85% *	45-50%	?
3. Building Type (1-2 story)	1-2 story	1 story *	1 story *	2 story *	2 story *	1 story *	2 story *	3 story	2 story *	2 story *	1-2 story *	1-2 story *	-
4. Seasonality (75% of business within 2 months of concessioner)	12 months 75%=5 mos.	12 months 75%=6 mos. *	12 months 75%=3½ mos. *	12 months 75%=3 mos. *	12 months 75%=6 mos. *	12 months 75%=1 mo.?	12 months 75%=5 mos. *	12 months 75%=10 mos.	12 months 75%=7 mos. *	12 months 75%=8 mos.	12 months 75%=5 mos. *	12 months 75%=8 mos.	12 months 75%=5 mos. *
5. Competition (two or more)	2+	2 *	2 *	2+ *	5 *	5 *	5 *	0	2+ *	2+ *	2+ *	2+ *	2+ *
6. Similarity of Area	National park	Similar to park *	Similar to park *	In-town stopover	In-town vacation area	In-town vacation area	In-town vacation area	Resort area *	Resort area *	In-town resort area	In-town resort area	Resort area *	Resort area *
7. Similarity of Clientele (tourist: 50+%)	Tourists: 98%	Tourists: 100% *	Tourists: 100% *	Tourists: 99% *	Tourists: Primarily *	Tourists: ?	Tourists: 40%	Tourists: 60% *	Tourists: ?	Tourists: ?	Tourists: 80% *	Tourists: 80% *	Tourists: 100% *
8. Average Length of Stay (1-2 nights)	2 nights	2 nights *	4 nights	1 night *	1-2 nights *	1-2 nights *	1-2 nights *	2 nights *	2 nights *	2 nights *	2 nights *	3 nights	2 nights *
9. Similar Age of Facility (less than 3 years and 10+ years)	New to 48 yrs.	2½-10 yrs. **	2-4 yrs. *	61 yrs. *	7 yrs.	49 yrs. *	30+ yrs. *	70+ yrs. *	15 yrs. *	5 yrs.	20+ yrs. *	5-61 yrs. *	-
10. Construction Type	Wood, rock	Wood, adobe, rock *	Wood *	Brick	Wood *	Masonry	Wood, block *	Wood, masonry *	Wood *	Wood, stucco *	Wood, stucco *	Adobe, stucco	-
11. Remoteness (distance from suppliers) (over 150 miles)	290-350 mi. (Avg. = 320 mi.)	60-475 mi. * (Avg. = 268 mi.)	366-638 mi. * (Avg. = 502 mi.)	180-301 mi. * (Avg. = 241 mi.)	291 mi. *	551 mi. *	291 mi. *	100-200 mi. (Avg. = 150 mi.)	100-178 mi. (Avg. = 139 mi.)	100-178 mi. (Avg. = 139 mi.)	100-178 mi. * (Avg. = 139 mi.)	150-178 mi. * (Avg. = 164 mi.)	?
12. Affiliation	N.P.C.I. (national)	None	None	None	None	None	None	Regional	National *	None	None	None	None
13. Peak Season Number of Employees (total for complex)	75 (plus corporate)	65 (entire complex)	Motel: 7 Rest.: 12	Hotel: 4 Rest.: 13 (some p.t.)	F.T.: 4 P.T.: 14	3	2	90-120 (rooms and restaurant	30 (rooms) 12 (rest.)	25	6	40	-
14. Housing of Employees (over 65%)	Yes 90%	Yes %=?	Yes 5%	None	None	Yes 100% *	Yes 100% *	None	None	None	2 (owners) 33%	None	-
15. Ratings by Other Organizations	AAA: 1-Diamond (older motel rms.	AAA: 2-Diamond	AAA: None	AAA: None	AAA: 2-Diamond	AAA: None	AAA: None	AAA: 3-Diamond	AAA: None Mobil: 2-Star	AAA: 3-Diamond	AAA: None	AAA: None	AAA: None

*Indicates similar criteria

BEST COPY AVAILABLE

COMPARABLES CRITERIA CHART
Continued

NPS-48 Criteria	1 Concessioner	2 Tejifas on the Rio Grande	3 Big Bend Motor Inn	4 Gage Hotel	5 Sunday House	6 Siesta Country Inn	7 Bien Venido Motel	8 Lodge at Cloudcroft	9 Swiss Chalet	10 Inn at Pine Springs	11 Innsbruck Lodge	12 Carrizo Resort	13 Tall Pines RV Park
Food Service:													
1. Type of Facility	Restaurant Coffee Shop	Restaurant Lounge *	Restaurant *	Restaurant Lounge (Beer and wine) *	Restaurant (Leased out) (Beer and wine)	None	None	Restaurant Lounge (2) *	Restaurant Lounge *	None	None	Restaurant (Closed) Lounge *	None
2. Sales Mix (Alcohol/Food)	No alcohol	10% alcohol	No alcohol *	10% alcohol	10% alcohol	-	-	40% alcohol	20% alcohol	-	-	?	-
3. Number of Seats (Not to exceed 50-seat variance)	84 Rest. 14 Coffee Shop 98 Seats	80 seats *	81 seats *	36 seats	100 seats *	-	-	120 seats *	60 seats *	-	-	150 seats	-
4. Similar Menu	Standard	Standard *	Standard *	Standard *	Standard *	-	-	Standard *	Standard *	-	-	?	-
5. Competition (Two or more)		2 *	2 *	2+ *	2+ *	-	-	0	2+ *	-	-	2+ *	-
RV Park:													
1. Number of Sites (Less than 100 sites)	25			None	None	None	None	None	None	None	None	None	80 *
2. Full Hookups	Yes			-	-	-	-	-	-	-	-	-	Yes *
3. Rest Rooms	Yes			-	-	-	-	-	-	-	-	-	None
4. Showers	Yes	Yes *	Yes *	-	-	-	-	-	-	-	-	-	None
5. Laundry	Yes	Yes *	Yes *	-	-	-	-	-	-	-	-	-	None
TOTAL NUMBER OF CRITERIA SIMILAR TO CONCESSIONER'S	-	17	17	12	11	8	9	10	13	5	9	9	7

*Indicates similar criteria

1988 Lodging Rates Two People Standard Beds No Suites Average		$52.00 (plus tax)	Peak: $54.50 Off: $49.50 (plus tax)	$35.00 (plus tax)	?	?	?	$55.00	Peak: $77.00 Off: $64.00	Peak: $75.00 Off: $52.00	?	$45.00	-
1988 RV Park Rates			$12.50	-	-	-	-	-	-	-	-	-	?
RECOMMENDED AS A COMPARABLE	-	Yes	No	No	No	No	No	No	Yes	No	No	Yes	Yes

BEST COPY AVAILABLE

COMPARABLES CRITERIA CHART

NPS-48 Criteria	14 Shadow Mountain Lodge	15 Rushuso Inn	16 Super 8 Motel	17 White River Lake Marina	18 Gateway Inn Motel	19 Rock Creek Camp	20 Pussum Kingdom Lodge	21 Cumberland Cove	22 Hill Country Motel	23 Inn on Lake Travis	24 Elephant Butte Inn	25 Rio Primero RV Park	26 Buncombe Creek Resort
Lodging & Misc.:													
1. Similar Size (less than 75 rooms, 75-150, 150+)	19 rooms (motel) *	54 rooms (motel) *	63 rooms (motel) *	None	87 rooms (motel)	8 cabins *	6 cabins *	16 rooms (motel) *	69 rooms (motel) *	54 rooms (motel) *	48 rooms (motel) *	None	8 (Mobile homes)
2. Peak Season Occupancy Rates (over 68%/under 68%)	90% *	?	85% *	?	Annual 35-40%	?	?	100% (weekends) 30-40% (weekdays)	?	75-100% *	100% (weekends & holidays	?	?
3. Building Type (1-2 story)	1 story *	2 story *	3 story	-	2 story *	1 story *	1 story *	1 story *	2 story *	2 story *	2 story *	-	1 story *
4. Seasonality (75% of business within 2 months of concessioner)	12 months 75%=4 mos. *	12 months 75%=8 mos.	12 months 75%=8 mos.	12 months 75%=4 mos. *	12 months 75%=5 mos. *	12 months 75%=5 mos. *	12 months 75%=5 mos. *	12 months 75%=5 mos. *	12 months 75%=7 mos. *	12 months 75%=7 mos. *	12 months 75%=7 mos. *	11 months 75%=5 mos. *	12 months 75%=3 mos. *
5. Competition (two or more)	2+ *	2+ *	2+ *	0	2+ *	2+ *	2+ *	2+ *	2+ *	2+ *	2+ *	2+ *	2+ *
6. Similarity of Area	Resort area *	In-town resort area	In-town resort area	Resort area *	In-town - gateway to resorts	Resort area *	Resort area *	Resort area *	In-town resort area	Resort area *	Resort area *	Resort area *	Resort area *
7. Similarity of Clientele (tourist: 50+%)	Tourists: 70% *	Tourists: 70% *	Tourists: ?	Tourists: ?	Tourists: ?	Tourists: 100% *	Tourists: 100% *	Tourists: 95% *	Tourists: ?	Tourists: 50% (week-ends only)	Tourists: ?	Tourists: 100% *	Tourists: 100% *
8. Average Length of Stay (1-2 nights)	3 nights	2 nights *	2 nights *	2 nights *	2 nights *	2-3 nights	2-3 nights	2 nights *	2-3 nights	2-3 nights	1-2 nights *	2 nights *	2 nights *
9. Similar Age of Facility (less than 3 years and 10+ years)	4-5 yrs.	12 yrs. *	5 yrs.	-	20+ yrs. *	?	?	12-50 yrs. *	6 yrs.	14 yrs. *	15 yrs. *	-	?
10. Construction Type	Wood *	Concrete	Wood, stucco *	-	Wood *	Wood *	Wood *	Wood, log	Masonry	Wood, stucco *	Wood *	-	-
11. Remoteness (distance from suppliers) (over 150 miles)	8-100 mi. (Avg. = 54 mi.)	100-178 mi. (Avg. = 139 mi.)	560+ mi. *	?	55 mi.	75-80 mi.	75 mi.	24-45 mi.	40 mi.	45 mi.	75-165 mi. (Avg. = 120 mi.)	?	?
12. Affiliation	None	None	National *	None	None	None	None	None	National *	None	None	-	None
13. Peak Season Number of Employees (total for complex)	8	40 (entire complex)	15	-	20 (entire complex)	2 (owners)	2 (owners)	5-6	14	19	27	-	?
14. Housing of Employees (over 65%)	3 (50%) (owners plus one)	1 Asst. Mgr. (5%)	None	-	None	Owners 100% *	Owners 100% *	2 Owners 33%	None	None	1 (chef) 6%	-	?
15. Ratings by Other Organizations	AAA: 3-Diamond	AAA: None	AAA: None	-	AAA: 2-Diamond	AAA: None	AAA: None	AAA: None	AAA: 3-Diamond	AAA: 2-Diamond	AAA: 3-Diamond	-	AAA: None

*Indicates similar criteria

BEST COPY AVAILABLE

COMPARABLES CRITERIA CHART
Continued

NPS-GB Criteria	14 Shadow Mountain Lodge	15 Maddox Inn	16 Super 8 Motel	17 White River Lake Marina	18 Gateway Inn Motel	19 Buck Creek Camp	20 Possum Kingdom Lodge	21 Timberland Cove	22 Hill Country Motel	23 Inn on Lake Travis	24 Elephant Butte Inn	25 Rio Penasco RV Park	26 Buncombe Creek Resort
Food Service:													
1. Type of Facility	None	Restaurant Lounge *	None	Fast-food service	Restaurant *	None	None	Restaurant *	None	Restaurant Lounge *	Restaurant Lounge *	None	Restaurant *
2. Sales Mix (Alcohol/Food)	-	5% alcohol	-	?	-	-	-	? (beer only)	-	25% alcohol	?	-	?
3. Number of Seats (Not to exceed 50-seat variance)	-	85 seats *	-	20 seats	50 seats *	-	-	30 seats	-	94 seats *	93 seats *	-	?
4. Similar Menu	-	Standard *	-	Standard *	Standard *	-	-	Standard *	-	Standard *	Standard *	-	?
5. Competition (Two or More)	-	2+ *	-	0	2+ *	-	-	2+ *	-	2+ *	2+ *	-	2+ *
RV Park:													
1. Number of Sites (Less than 100 sites)	None	None	None	10 *	None	18 *	None	32 *	None	None	None	22 *	20 *
2. Full Hookups	-	-	-	Yes *	-	Yes *	-	20 - Yes 12 - Elec. & Water *	-	-	-	Yes *	Yes *
3. Rest Rooms	-	-	-	In Store	-	Yes *	-	Yes *	-	-	-	Yes *	Yes *
4. Showers	-	-	-	None	-	Yes *	-	No	-	-	-	Yes *	None
5. Laundry	-	-	-	None	-	No	-	No	-	-	-	Yes *	None
TOTAL NUMBER OF CRITERIA SIMILAR TO CONCESSIONER'S	8	10	7	6	10	12	8	14	5	12	12	10	11

*Indicates similar criteria

1988 Lodging Rates Two People Standard Beds No Suites Average	Peak: $66.00 Off: $53.50	?	Peak: $66.88 Off: $52.88	-	$47.00	$35.00 (plus tax)	$62.50	$28.00	$42.00	$56.00	$43.50	-	-
1988 RV Park Rates	-	-	-	$10.00	-	$10.00	-	$8.00 (full or partial hookups)	-	-	-	$10.50	$9.00
RECOMMENDED AS A COMPARABLE	No	Yes	No	Yes (RV sites only)	Yes	No	No	Yes (RV sites only)	No	No	Yes	No	Yes (RV sites only)

BEST COPY AVAILABLE

COMPARABLES CRITERIA CHART

NPS-48 Criteria	27 Mariscopa Lodge	28 Canyon Lake Cottages	29 Grandpappy Point	30 Mariscopa Ranch Resort	31 Turkey Cove Motel	32 Stillwell RV Park	33 Bridgeview Resort
Lodging & Misc.:							
1. Similar Size (less than 75 rooms, 75-150, 150+)	18 rooms (motel) *	6 cottages *	8 cottages *	12 rooms (motel) *	14 rooms (motel) *	None	6 cabins *
2. Peak Season Occupancy Rates (over 68%/under 68%)	100% *	50%	?	75% *	?	?	75% *
3. Building Type (1-2 story)	2 story *	1 story *	1 story *	1 story *	2 story *	-	1 story *
4. Seasonality (75% of business within 2 months of concessioner)	12 months 75%=4 mos. *	12 months 75%=4 mos. *	12 months 75%=4 mos. *	12 months 75%=4 mos. *	12 months 75%=4 mos. *	12 months 75%=8 mos.	12 months 75%=4 mos. *
5. Competition (two or more)	2+ *	2+ *	2+ *	2+ *	2+ *	?	2+ *
6. Similarity of Area	Resort area *	Resort area *	Resort area *	Resort area *	Resort area *	Resort area *	Resort area *
7. Similarity of Clientele (tourist: 50+%)	Tourists: 99% *	Tourists: 90% *	Tourists: 100% *	Tourists: 99% *	Tourists: 80% *	Tourists: ?	Tourists: 95% *
8. Average Length of Stay (1-2 nights)	2 nights *	2 nights *	2-3 nights	2 nights *	2 nights *	1 night *	2 nights *
9. Similar Age of Facility (less than 3 years and 10+ years)	16 yrs. *	16+ yrs. *	New construction *	4-8 yrs.	?	-	18½ yrs. *
10. Construction Type	Wood, rock *	Wood, rock *	Wood *	Wood *	Wood, brick *	-	Wood *
11. Remoteness (distance from suppliers) (over 150 miles)	650 mi. *	less than 20 miles	30 mi.	40+ miles	30-50 mi.	?	?
12. Affiliation	None	None	None	None	None	None	None
13. Peak Season Number of Employees (total for complex)	2	1	7	5 (three are p.t.)	3	?	?
14. Housing of Employees (over 65%)	1 Mgr. 50%	1 Owner 100% *	None	2 40%	3 100% *	?	?
15. Ratings by Other Organizations	None	None	None	None	None	None	None

*Indicates similar criteria

BEST COPY AVAILABLE

COMPARABLES CRITERIA CHART
Continued

NPS-48 Criteria	27 Maricopa Lodge	28 Canyon Lake Cottages	29 Grandpappy Point	30 Maricopa Ranch Resort	31 Turkey Cove Motel	32 Stillwell RV Park	33 Bridgeview Resort
Food Service:							
1. Type of Facility	None	None	Restaurant (Closed)	None	Restaurant (Closed)	None	None
2. Sales Mix (Alcohol/Food)	-	-	?	-	?	-	-
3. Number of Seats (Not to exceed 50-seat variance)	-	-	?	-	?	-	-
4. Similar Menu	-	-	?	-	?	-	-
5. Competition (Two or more)	-	-	?	-	?	-	-
RV Park:							
1. Number of Sites (Less than 100 sites)	None	None		135	None	24 *	70 *
2. Full Hookups	-	-	Yes *	Yes *	-	Yes *	Electricity and water only
3. Rest Rooms	-	-	Yes *	Yes *	-	Yes *	?
4. Showers	-	-	Yes *	No	-	Yes *	Yes *
5. Laundry	-	-	Yes *	Yes *	-	Yes *	No
TOTAL NUMBER OF CRITERIA SIMILAR TO CONCESSIONER'S	11	10	12	12	9	7	12

*Indicates similar criteria

1988 Lodging Rates Two People Standard Beds No Suites Average	Peak: $59.95 Off: $49.00	Peak: $65.00 Off: Flexible	?	Peak: $55.00 Off: $39.00	Peak: $50.00 Off: $30.00	-	$30.00
1988 RV Park Rates	-	-	?	$13.50	-	$10.00	$10.00
RECOMMENDED AS A COMPARABLE	No	No	Yes (RV sites only)	No	No	Yes (RV sites & Gasoline)	Yes (RV sites only)

BEST COPY AVAILABLE

Based on the data provided in the "Comparable Criteria Chart," as well as more detailed information collected on the handwritten forms, photographs and videotape, and the on-site review of each facility (including the subsequent review), the following facilities/services are recommended as comparables for the concession provided services at Big Bend National Park.

It should be noted that the total number of matching CBPS/RI criteria, as reflected on the "Comparable Criteria Chart," is not the sole basis for selection or nonselection of a comparable. Other factors gained from the on-site review, which may not be adequately reflected on the criteria chart, are also used as a basis for selection/nonselection. For example, a substandard level of facility maintenance, a recent or potential sale which could change the type of operation/service, a restored historic facility containing original or reproductions of period furnishings, fixtures, and decor which are not similar to the concessioner's facilities, etc., may result in a non-recommendation for a potential comparable. The reasons for recommendation or non-recommendation of a potential comparable are discussed on the typed page preceding each potential comparable's handwritten data collection forms.

For the purposes of this study, criterion 7 (Similarity of Clientele) has been interpreted to mean that if 50 percent or more of the clientele are tourists, the facility is comparable to the concessioner; and the average length of stay (for comparability purposes) has been established at 1 7 days.

Criterion 8 (Similar Age of Facility) has been set at "less than three years (next to 10) years" for a comparable age, and criterion 12 (Employees) has not been used due to the fact that many potential comparables visited were unable to break out an exact number for lodging versus food service and or other miscellaneous services. In the majority of cases, only the total number of employees per overall operation was provided. This total number of employees is provided on the chart for informational purposes only.

RECOMMENDED COMPARABLES

		Comparable for:
1	Lajitas on the Rio Grande Lajitas, Texas	Standard motel rooms, restaurant, RV sites
2	The Carrizo Resort Ruidoso, New Mexico	Standard motel rooms, restaurant
3	Ruidoso Inn Ruidoso, New Mexico	Standard motel rooms, restaurant
4	Best Western Sierra Chalet Ruidoso, New Mexico	Standard motel rooms (no suites), restaurant

5.	Tall Pines RV Park (Campground) Ruidoso, New Mexico	RV sites
6.	White River Lake Marina Spur, Texas	RV sites
7.	Gateway Inn Motel Graham, Texas	Motel rooms, restaurant
8.	Cumberland Cove Resort Lake Texoma, Oklahoma	RV sites
9.	Grandpappy Point Marina Lake Texoma, Oklahoma	RV sites
10.	Buncombe Creek Resort & Marina Lake Texoma, Oklahoma	RV sites
11.	Bridgeview Resort Lake Texoma, Oklahoma	RV sites
12.	Elephant Butte Inn Elephant Butte, New Mexico	Motel rooms, restaurant
13.	Stillwell RV Park and Store Alpine, Texas	RV sites and gasoline service
14.	Ybarra Drive Inn Sanderson, Texas	Gasoline and related service

SUPPLEMENTAL SURVEY

15.	Chevron Food Mart Ruidoso, New Mexico	Gasoline and related service
16.	Chevron Ruidoso Ruidoso, New Mexico	Gasoline and related service
17.	Exxon White Mountain Ruidoso, New Mexico	Gasoline and related service
18.	Circle B RV Campground Ruidoso, New Mexico	RV Sites
19.	Mountain High RV Park Ruidoso, New Mexico	RV Sites

APPENDIXES

BLANK PAGE

APPENDIX A

CONCESSION-PROVIDED FACILITIES AT BIG BEND NATIONAL PARK

NATIONAL PARK CONCESSIONS, INC.
(CONCESSIONER)

Contact: Randal Houchin, Manager
Big Bend Operations
Chisos Mountains Lodge
Big Bend National Park, Texas 79834
Phone: (915) 477-2291

Number of Rooms: 72 - 38 new motel units
20 older motel units
8 lodge units
6 stone cottages

Food Service: 84-seat, full-service restaurant (no alcoholic beverages)
14-seat coffee shop

Operating Season: Year-round

Occupancy: Over 68%

Age: Stone cottage 48 years (1940-42)
Older motel 23 years
New motel 1988-89
Lodge units 33 years

Construction: Wood frame, stone/adobe

Peak Season: March-May (3 months)
October and November (2 months)

Ratings: AAA - 1 Diamond (older motel rooms)

Peak-Season Clientele: Tourists

Average Length of Stay: 2 nights

Major Credit Cards Accepted: Yes

Other: Three service stations; 25-site RV park (full hookups); grocery and gift shops.

N.P.C.I - [illegible]
Big Bend N.P.

LODGING COMPARABLES

SIMILAR SIZE: LESS THAN 75 ROOMS 72
75 TO 150 ROOMS ____
OVER 150 ROOMS ____

IN-SEASON OCCUPANCY RATES: 68+ %

BUILDING TYPE:
HIGH-RISE (3 OR MORE STORIES) ____
LOW-RISE (2 STORIES) X New motel units
SINGLE STORY ATTACHED X
DETACHED ROOMS OR CABINS X Stone cottages
TENTS ____

SEASONALITY (75% OF BUSINESS): MAR-MAY + OCT-NOV (5 mos.)

COMPETITION (MILES & #):

2+

SIMILAR SETTING OF AREA:

National Park

SIMILARITY OF CLIENTELE (AVERAGE LENGTH OF STAY): 2 Nights
(TOURIST, CONVENTION, FAMILIES, ETC.):

Tourists - %

SIMILAR AGE OF FACILITY: Older Motel - 65-66
Stone Cottages - early 1930's
Lodge 1954-55
New - 1989

CONSTRUCTION TYPE: MASONRY/STEEL EXTERIOR FINISHED INTERIOR Stone/adobe cottages
" " UNFINISHED INTERIOR ____
FRAME/WOOD X
CANVAS ____

REMOTENESS (DISTANCE FROM SUPPLIERS: ALB - 290 miles
Abileen - 350 miles

AFFILIATION (NAT'L, REGIONAL, NON-AFFILIATED) N.P.C.I

NUMBER OF EMPLOYEES: 75 Total Complex (Peak)
(not Corporate Staff)

HOUSING OF EMPLOYEES: 90 %
(mainly mobile homes)

RATINGS OF OTHER ORGANIZATIONS: AAA 1-Diamonds (older motel rooms)

BEST COPY AVAILABLE

LODGING FACILITIES

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is item is present)	Concessioner	Comparable	Comparable	Comparable	Comparable
Facility Related					
Television None					
- color/no charge					
- BW/no charge					
- movies via TV/no charge					
- extra charge					
Telephone None					
- direct dial					
- switchboard operated					
Swimming Pool None					
- indoor					
- outdoor/heated					
- outdoor/not heated					
- pool deck/patio area					
Retail Facilities					
- gifts/souvenirs		X			
- personal needs/drugs		X			
- outdoor equipment (i.e., camping, fishing, etc.)					
- other (i.e., groceries, sundries, etc.)		X			
Restaurant/Bar Facilities					
- cafeteria					
- full-service dining room		X			
- ~~fast-food~~ coffee-Shop		X			
- bar (Store: - Beer only - Pkg.)					
Rooms					
- temperature control		X			
- shower or bath in each (Shower only - Stone Cottages)		X			
- suites (Connecting room)					
- rooms adapted for handicapped (new units)		X			
- conference or meeting rooms					
- rooms with kitchens					
Vending					
- in-room					
- common area (ice & soft drinks)		X			

BEST COPY AVAILABLE

	Concessioner	Comparable	Comparable	Comparable	Comparable
Fireplaces					
- in common areas					
- in rooms					
Designated Bus/Camper Parking (not designated)		X			
Children Play Area					
Recreation Room					
Marina					
Beach					
Tennis Courts					
Golf Privileges					
Convenience/Comfort Related					
Air Conditioned Guest Rooms (58 out of 72 rooms)		X			
Wall-to-Wall Carpets in Rooms (except Stone Cottages-Flagstone Floors)		X			
Grade A Furniture					
Special Bed Equipment (i.e., magic fingers, bedside lighting controls, etc.)					
Service Related					
Baggage (Bell Hop) (provide upon request)					
Valet Parking					
Room Service					
Entertainment					
Medical Assistant/RN on Duty (Park Staff)					
Audio Visual/Movies					
Make Other Reservations (upon request)					
Have Rental Cars Available					
Major Credit Cards Accepted		X			
Registration Office Open 24 Hours (7A-9P)					

(answering service - 24 hrs
Security Staff)

More features may be added as they are observed during the comparability review, i.e., free ice, king size beds, and so on.

BEST COPY AVAILABLE

FOOD COMPARABLES

FOOD SERVICE TYPE: FAST FOOD
- STAND-UP ____
- SIT-DOWN X
- CARRY-OUT X
- PAPER SER X
- TABLE SER X

COFFEE SHOP X
BUFFET ____
CAFETERIA ____
INFORMAL D.R. X
FORMAL D.R. ____

SIMILAR SALES MIX (ALCOHOL TO FOOD): none (No Alcohol)

SIMILAR NUMBER OF SEATS: 84 - Restaurant
14 - Coffee Shop

SIMILAR MENU:
- FAST FOOD
- SANDWICHES
- FAMILY STYLE
- ETHNIC
- LIMITED
- SPECIALTY ITEMS - Southwest/Mexican Dishes
- STANDARD OFFERINGS X

SIMILAR NUMBER OF MEALS:

BREAKFAST	X	7 - 9:30A
LUNCH	X	12 - 2P
DINNER	X	6 - 8:30P

COMPETITION: Same as motel

PROXIMITY OF SUPPLIERS: Same as motel

SEASONALITY (75% OF BUSINESS): Same as motel

NUMBER OF EMPLOYEES:

GET A MENU: attached

BEST COPY AVAILABLE

FOOD SERVICE

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is present)	Concessione	COMPARABLES			
Facility Related					
Carpeting					
Booths					
Counter Seats (Coffee Shop)		X			
Provisions for the Handicapped		X			
Comfort Related					
Smoking/Non-Smoking Areas		X			
Air Conditioning		X			
Recorded Music					
Live Entertainment/Stage					
Service Related					
Flowers or Plants on Tables (Special Occasions)					
Take-out Service Available		X			
Liquor License Held None					
- Wine and Beer					
- Spirits					
Caters to Tour Groups and Organizations					
Major Credit Cards Accepted (Holidays)					
Linen Tablecloths (Dinner) (Special Occasions Only)					
Glass vs. Paper Cups or Plastic Cups		X			
Stainless or Silverplated Tablesetting vs. Plastic		X			

More features may be added as they are observed during the comparability review, i.e., toothpicks, mints, wetnaps, and so on.

BEST COPY AVAILABLE

N.P.C.I - Concessioner
Big Bend NP

RV
CAMPGROUNDS
ADJUSTMENTS TO COMPARABLES
EXTRA QUALITY FEATURES

25 RV Sites (Full Hook-ups)

Features (Check if present)	CONCESSIONER	Comparables				
Facility Related						
Water Hook Up	X					
Electric Hook Up						
Free	X					
Extra Charge						
Extra Charge for Aid Cond. Only						
Showers						
Cold Water - Free						
Hot and Cold Water - Free						
Coin Operated (Fee)	X					
Rest Room Service						
Pit Type Toilets	X					
Flush Type Toilets						
Cold Water						
Hot and Cold Water	X					
Rest Room-Construction						
Wood						
Interior - Rough Finish						
Interior - Finished Walls and Ceilings						
Showers - Common Area						
Showers - Partioned Stalls						
Heated						
Water						
At Individual Site	X					
Scattered Hydrants						
Central Only						
Dumping Station						
Free						
Extra charge						
Sewage Hook Up						
Free	X					
Extra charge						

Features (Check if Present)	CONCESSIONER	COMPARABLES				
Facility Related						
Site Accessibility						
Rough or Gravel road						
Paved	X					
Pull-through for RVs and trailers						
Provisions for Handicapped (Restrooms + Showers)	X					
Lighted Areas and Path						
Picnic Table at Site						
Fireplace/Grill At Site						
Site Seclusion						
Utmost						
Moderate						
Limited	X					
Trash Receptacles						
At Site						
Centralized	X					
Service Related						
Camper Store	X					
Food Service						
Gasoline Service Station	X					
24 Hour On Site Attendent						
Firewood Available						
Coin Laundry Available	X					
Ice Available	X					
Vending Machines						
Swimming Pools						
Tennis Courts						
Children's Playground						
Hiking						
Interpretation Program						
Entertainment Program						
Recreation Room						

Other factors may be added as they are observed during the comparability review.

GASOLINE SERVICE STATIONS
ADJUSTMENTS TO COMPARABLES
EXTRA QUALITY FEATURE

N.P.C. I - Concessioner
Big Bend N.P.

"3" Separate Gasoline Service Stations

Features (Check if present)	CONCESSIONER	COMPARABLES (Gulf/Chevron)			
Facility Related					
Restrooms (all 3)	X				
Public Telephone (at 2 of 3 locations)	X				
Car Wash (1 - Panther Junction only)	X				
Adjoins Restaurant or Motel					
Adjoins Retail Store (3)	X				
Comfort Related					
Waiting Room (For customers awaiting auto repairs)					
Service Related					
Trailer/RV Service (Rio Grande only)	X				
Accepts Membership Road Service					
Provides Free Maps					
Tires, Batteries, and Accessories (P.J. only)	X				
Repair Service Available (minor) (Panther Junct.)	X				
Tow Service Available (Panther Junction Only)	X				
Mechanics Licenses Held					
Open 24 Hours *					
Open 7 Days a Week	X				
Accepts Major Oil Company Card	X				
Accepts Major Credit Cards	X				

Other features may be added as they are observed during the comparability review, i.e., vending service, full service, self-service, and so on.

Rio Grande : 8A-8P
Panther Junction : 7:30A-7P
: 10A-6P

NATIONAL PARK CONCESSIONS, INC.

BIG BEND NATIONAL PARK OPERATIONS

CHISOS MOUNTAINS LODGE
Rooms · Food Service · Store · Gift and Photo Shop

PANTHER JUNCTION
Service Station · Store

RIO GRANDE VILLAGE
Gas Station · Store · Trailer Sites

CASTOLON
Frontier Store · Gifts · Gas

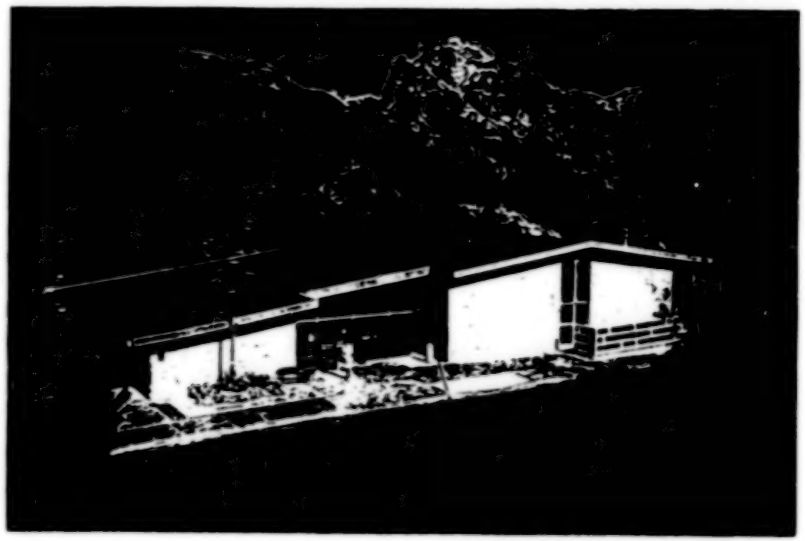
NATIONAL PARK CONCESSIONS, INC
GENERAL OFFICES
MAMMOTH CAVE, KENTUCKY 42259

ACCOMMODATIONS AND SERVICES IN NATIONAL PARK AREAS

BIG BEND NATIONAL PARK, TEXAS
BLUE RIDGE PARKWAY, VIRGINIA - NORTH CAROLINA
ISLE ROYALE NATIONAL PARK, MICHIGAN
MAMMOTH CAVE NATIONAL PARK, KENTUCKY
OLYMPIC NATIONAL PARK, WASHINGTON

ASK FOR INFORMATION · BE A NATIONAL PARK TRAVELER

BIG BEND NATIONAL PARK



Chisos Mountains Lodge

CHISOS MOUNTAINS LODGE

MENU

National Park Concessions, Inc.

BEST COPY AVAILABLE

1988

Good Morning

Club Breakfast

COWBOY SPECIAL No. 1
Chilled Juice, Two Country Fresh Eggs, Ham, Potatoes, Hot Homemade Biscuits, Butter and Hot Coffee $5.35

BIG BEND COUNTRY No. 2
Two Scrambled Eggs, Buttered Toast and Jelly, Served with Hot Coffee $3.20
Served with Bacon or Sausage $5.05

WAGON WHEEL No. 3
Chilled Juice, Two Golden Brown Hot Cakes, Sausage Patties, Syrup and Butter, Served with Hot Coffee $4.70

QUICKIE BREAKFAST No. 4
Chilled Juice, Dry Cereal with Milk, Sweet Roll and Butter and Hot Coffee $3.50

SUBSTITUTES ARE A LA CARTÈ

Breakfast Suggestions

A la Carte

CHILLED FRUIT AND JUICES

Orange Juice	Small .80	Large $1.10
Tomato Juice	Small .80	Large $1.10
Grapefruit Juice	Small .80	Large $1.10
Prune Juice	Small .80	Large $1.10
One-Half Chilled Grapefruit		$1.15

CEREALS

All Cooked or Dry Cereals with Grade A Milk	$1.40

FROM THE GRILL

Two Hot Cakes, Syrup - Butter	$2.40
Eggs (2) Boiled, Scrambled, Fried or Poached	$1.95
One Egg, Boiled, Scrambled, Fried or Poached	$1.25
Three Strips of Crisp Bacon	$1.95
Country Sausage, two patties	$1.95
Premium Ham	$1.95
French Toast with Syrup	$2.40
Toast with Jelly	.95

BEVERAGES

Coffee	.45
Tea per pot	.55
Milk ½ pint	.75
Hot Chocolate, per cup	.65
Decaffeinated Coffee, per pot	.60

Spend tonight at Chisos Mountains Lodge

Chisos Mountains Lodge

CHISOS MOUNTAIN BURGER
Lean Quarter Pound Hamburger
with Lettuce, Tomato, Onion, Pickle
on a Toasted Bun $2.70
with Melted Cheese $2.95
with French Fries, add only ..... .45

CHISOS BURGER PLATE
Quarter Pound of Lean Meat
on Toasted Bun, served with
French Fries, Pickle, Tomato
$3.15
Above with Cheese $3.40

HOT ROAST BEEF SANDWICH
Our Roast Top Round
served as an Open-Faced Sandwich
with Rich Beef Gravy
and Mashed Potatoes
$4.05

OUR TEXAS-SIZE CHEF SALAD
with Diced Ham or Chicken
A Large Salad with Fresh Vegetables
Lettuce, Tomato and Egg Slices
Olives, Grated Long Horn Cheese
You may top it with your choice of dressing
$4.20

COMBINATION SALAD
Lettuce, Tomato, Cheese
and Egg Slices
choice of dressing
$2.85

SOUPS

SERVED WITH SALTINES

Canned Soup, Vegetable, Chicken Noodle, Tomato $1.45
Chili Con Carne with Beans $2.05

SHAKES

Milk Shakes ..... $1.60 Malted Milk $1.70
Chocolate - Vanilla - Strawberry - Cherry

BEVERAGES

Coffee per cup ..... 45 Iced Tea 50
Hot Tea ..... 55 Milk, ½ pint 75
Decaffeinated Coffee 60
16 oz. Coke, Dr. Pepper or Orange Drink 85
Small Coke, Dr. Pepper or Orange Drink ..... [illegible]

Luncheon Suggestions

CHOICE OF ONE

Vegetable Juice Cocktail
Combination Salad, Choice of Dressing

Roast Tom Turkey, Cornbread Dressing $6.35
Breaded Beef Cutlet, Pineapple Ring $6.35
Ocean Perch Filet, Lime Garnish $5.60

To accompany your Entree -- Whipped Potatoes or Vegetable du Jour
Hot Bread, Butter and Texas Honey

TODAY'S LUNCH SPECIAL

Border Burger - a lean Beef Patty with Spicy Salsa, under a Melted Cheese Slice
served with Corn Tortilla Chips, Lettuce and Tomato $3.05

DESSERTS

Apple Pie ..... $1.50 A la Mode $2.00
Chocolate Ice Cream $1.00

SANDWICHES

Served with Potato Chips, Pickle Slice
Mayonnaise or Mustard, Lettuce

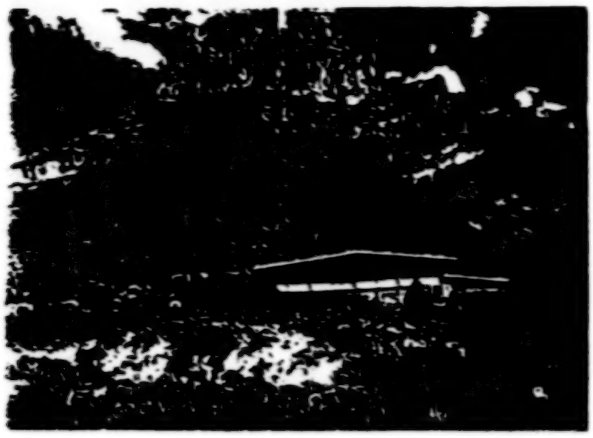
Cold Roast Beef $2.75
Baked Ham $2.70
American Cheese $1.90
Bacon and Tomato, Triple Decker Club $2.85

A LA CARTE

French Fried Potatoes $1.30

TRAVELER'S LUNCH
(Prepared to take out only)
One Baked Ham Sandwich, One American Cheese Sandwich,
One Piece of Fresh Fruit, Cookies, and Potato Chips $5.00

BEST COPY AVAILABLE



Chisos Mountains Lodge

Dinner Menu

CHOICE OF ONE

Peach and Cottage Cheese
Combination Salad, choice of Dressing
French Thousand Island Paris

ENTREES

ONE POUND T-BONE STEAK, Choice	$11.90
12 OZ. NEW YORK SIRLOIN, Choice	11.10
9 OZ. RIB-EYE STEAK, Choice	10.10
ROAST TOM TURKEY	
Cornbread Dressing, Cranberry Sauce and Sweet Potatoes	6.90
ROAST TOP ROUND OF BEEF, Brown Savory Gravy	7.00
CHEF-STYLE HAM STEAK, Pineapple Ring	7.40
DEEP FRIED GULF JUMBO SHRIMP, Seafood Sauce	8.40
CENTER CUT PORK CHOPS	7.40

To Accompany Your Entree

Baked or Whipped Potato
Vegetable du Jour
Hot Bread, Butter and Texas Honey

BEVERAGES

Coffee	.45
Iced Tea	.50
Milk	.75
Hot Tea	.55
Decaffeinated Coffee	.60

DESSERTS

Apple Pie	$ 1.50
Cherry Cobbler	1.60

The above Baked Daily on Our Premises

Sundaes	$ 1.60

Choice of Cherry, Chocolate, Pecan and Strawberry

Cold Sandwiches are also available, please ask for our Coffee Shop Menu

Small portions served to children under 12 years of age - two-thirds price

Spend Tonight at Chisos Mountains Lodge
National Park Concessions, Inc

FORM 883786

CHISOS MOUNTAIN BURGER

Lean Quarter Pound Hamburger
with Lettuce, Tomato, Onion, Pickle

On a Toasted Bun	$2.70
with Melted Cheese	$2.95
with French Fries, add only	.45

OUR TEXAS-SIZE CHEF SALAD

with Diced Ham or Chicken
A Large Salad with Fresh Vegetables,
Lettuce, Tomato and Egg Slices,
Olives, Grated Long Horn Cheese
You may top it with your choice of dressing
$4.20

HOT ROAST BEEF SANDWICH

Our Roast Top Round
served as an Open-Faced Sandwich
with Rich Beef Gravy
and Mashed Potatoes
$4.05

BEST COPY AVAILABLE

Chisos Mountains Lodge

Dinner Menu

CHOICE OF ONE

V-8 Juice Cocktail
Combination Salad, choice of Dressing
French Thousand Island Paris

ENTREES

16 OZ. T-BONE STEAK, Choice	$11.90
12 OZ. NEW YORK CUT TOP SIRLOIN STEAK, Choice	11.10
9 OZ. RIB-EYE STEAK - EXTRA TRIM, Choice	10.10
TENDER BEEF LIVER AND ONIONS	6.10
OCEAN PERCH FILET, Lime Garnish, and Tartar Sauce	6.15
CENTER CUT PORK CHOPS, Apple Sauce	7.40
DEEP FRIED GULF JUMBO SHRIMP, Seafood Sauce	8.40
ROAST TOP ROUND OF BEEF	7.00

To Accompany Your Entree

Baked or Whipped Potato
Vegetable du Jour
Hot Bread, Butter and Texas Honey

BEVERAGES

Coffee	.45
Iced Tea	.50
Milk	.75
Hot Tea	.55
Decaffeinated Coffee	.60

DESSERTS

Apple Pie	$ 1.50
Cherry Cobbler	1.60

The above Baked Daily on Our Premises

Sundaes	$ 1.60

Choice of Cherry, Chocolate, Pecan and Strawberry

Cold Sandwiches are also available, please ask for our Coffee Shop Menu

Small portions served to children under 12 years of age - two-thirds price

Spend Tonight at Chisos Mountains Lodge
National Park Concessions, Inc

FORM 88368

CHISOS MOUNTAIN BURGER

Lean Quarter Pound Hamburger
with Lettuce, Tomato, Onion, Pickle

On a Toasted Bun	$2.70
with Melted Cheese	$2.95
with French Fries, add only	.45

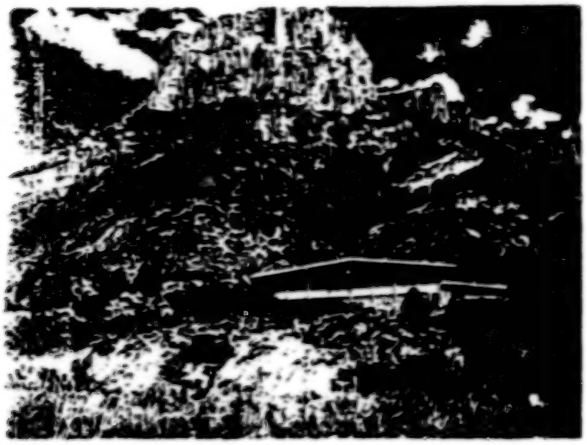
OUR TEXAS-SIZE CHEF SALAD

with Diced Ham or Chicken
A Large Salad with Fresh Vegetables,
Lettuce, Tomato and Egg Slices,
Olives, Grated Long Horn Cheese
You may top it with your choice of dressing
$4.20

HOT ROAST BEEF SANDWICH

Our Roast Top Round
served as an Open-Faced Sandwich
with Rich Beef Gravy
and Mashed Potatoes
$4.05

BEST COPY AVAILABLE



Chisos Mountains Lodge

Dinner Menu

CHOICE OF ONE

Pear and Cottage Cheese
Combination Salad, choice of Dressing
French Thousand Island Paris

ENTREES

16 OZ. T-BONE STEAK, Choice	$11.90
12 OZ. NEW YORK CUT TOP SIRLOIN, Choice	11.10
9 OZ. RIB-EYE STEAK - EXTRA TRIM, Choice	10.10
BAKED HAM, Fruit Glaze	7.10
DEEP FRIED GULF JUMBO SHRIMP, Seafood Sauce	8.40
ROAST TOP ROUND OF BEEF	7.00
BREADED FILET OCEAN PERCH	6.15
SALISBURY STEAK, Mushroom Gravy	6.75

To Accompany Your Entree

Baked or Whipped Potato
Vegetable du Jour
Hot Bread, Butter and Texas Honey

BEVERAGES

Coffee	.45
Iced Tea	.50
Milk	.75
Hot Tea	.55
Decaffeinated Coffee	.60

DESSERTS

Apple Pie	$ 1.50
Cherry Cobbler	1.60

The above Baked Daily on Our Premises

Sundaes	$ 1.60

Choice of Cherry, Chocolate, Pecan and Strawberry

Cold Sandwiches are also available, please ask for our Coffee Shop Menu

Small portions served to children under 12 years of age - two-thirds price

Spend Tonight at Chisos Mountains Lodge
National Park Concession, Inc

CHISOS MOUNTAIN BURGER

Lean Quarter Pound Hamburger
with Lettuce, Tomato, Onion, Pickle

On a Toasted Bun	$2.70
with Melted Cheese	$2.95
with French Fries, add only	.45

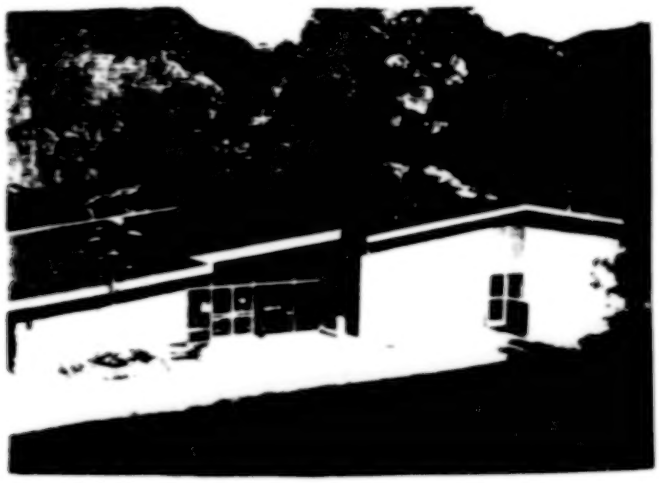
OUR TEXAS-SIZE CHEF SALAD

with Diced Ham or Chicken
A Large Salad with Fresh Vegetables,
Lettuce, Tomato and Egg Slices,
Olives, Grated Long Horn Cheese
You may top it with your choice of dressing
$4.20

HOT ROAST BEEF SANDWICH

Our Roast Top Round
served as an Open-Faced Sandwich
with Rich Beef Gravy
and Mashed Potatoes
$4.05

BEST COPY AVAILABLE



Outside
Entrance

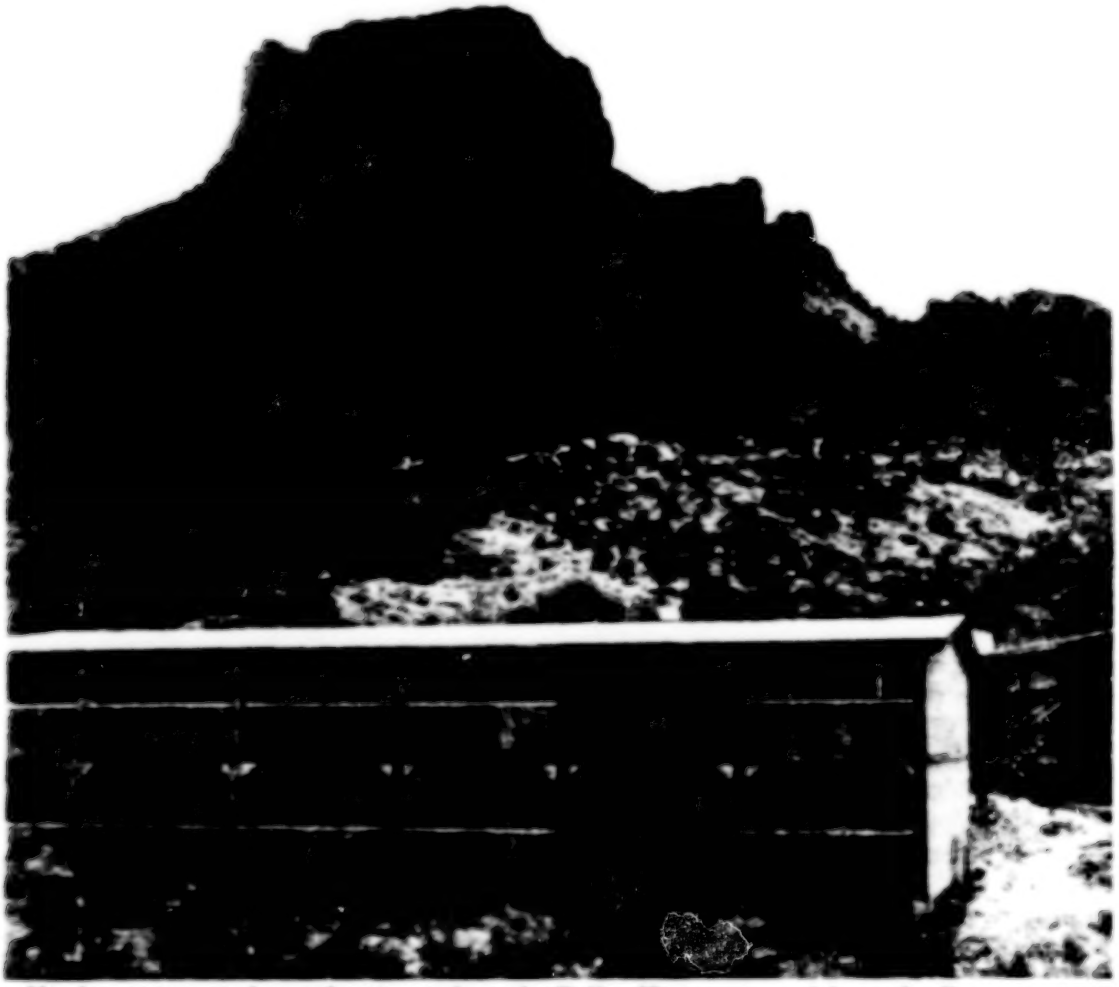
Main lodge [illegible]
registration,
lobby, gift shop,
restaurant and
coffee shop

Dining room

Rio Grande
Village store

BEST COPY AVAILABLE

BLANK PAGE



Newly constructed motel units replace the Dallas Huts removed from the Basin in 1979.

Newly constructed motel units

BEST COPY AVAILABLE

BLANK PAGE

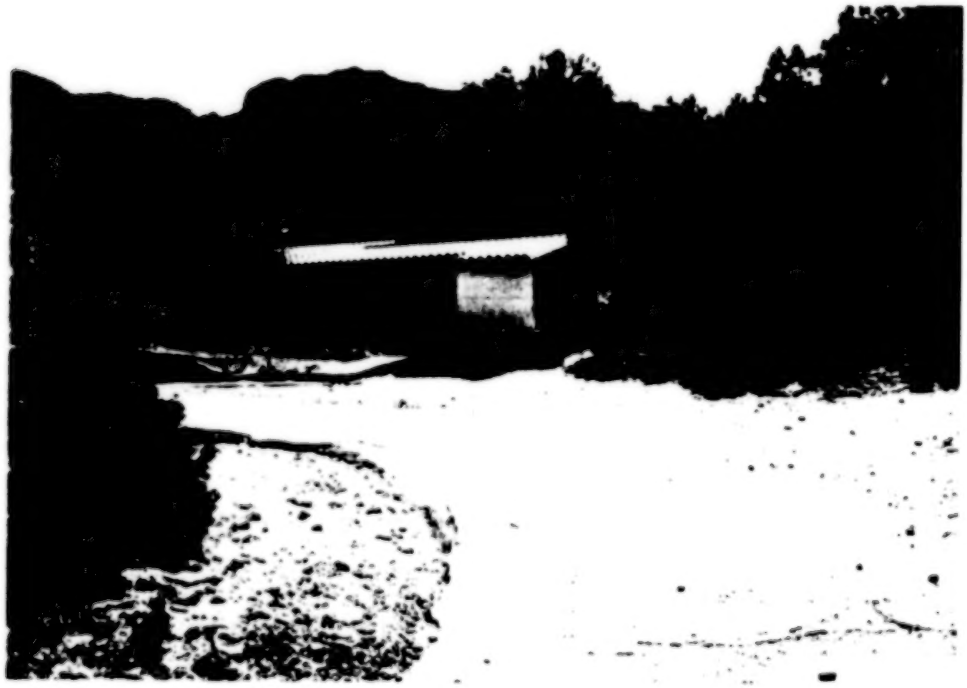
N.P.G.I.
(Concessioner.

Older motel units

BEST COPY AVAILABLE

BLANK PAGE

Stone cottages



BEST COPY AVAILABLE

BLANK PAGE

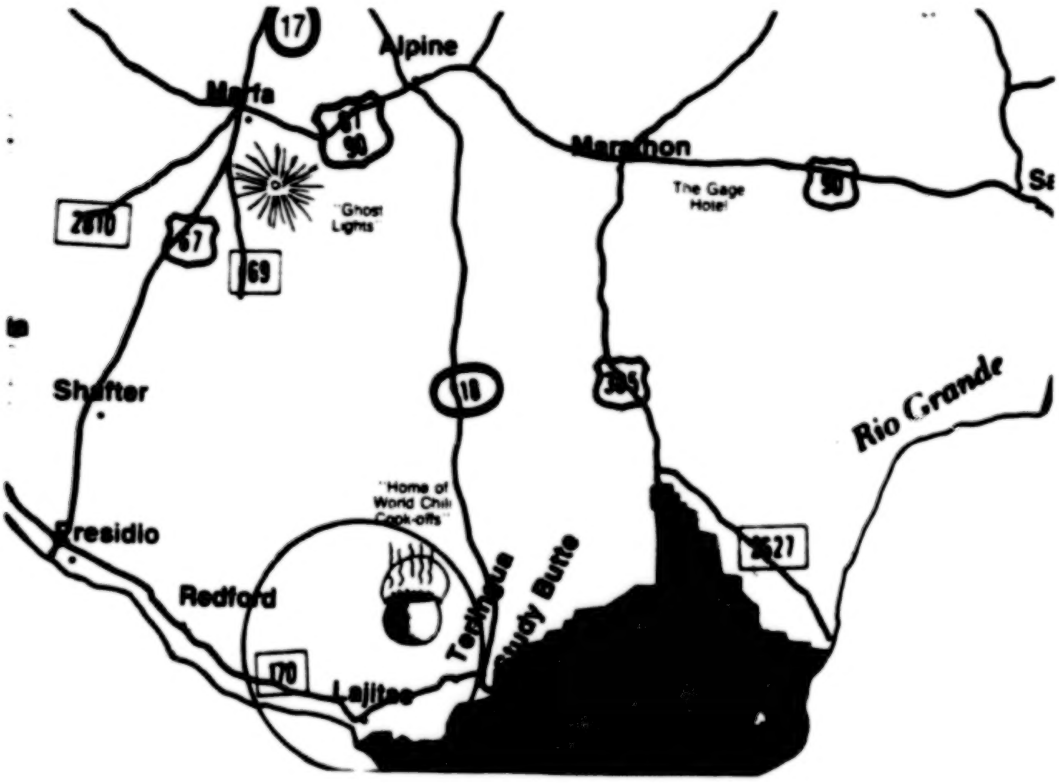
APPENDIX B

RECOMMENDED COMPARABLES

LAJITAS, TEXAS

Lajitas is located in southwestern Texas at the western edge of Big Bend National Park.

The name "Lajitas" is Spanish for "flagstones" -- there are several outcroppings in the area. Lajitas was originally established as an army post and village in 1915. The commercial development is an authentically recreated Old Western town. The Badlands Hotel is a reproduction of an 1890's hostelry, including room decor. The Western Saloon (lounge) and restaurant, a separate rock and adobe building, is located just a short distance from the hotel. The Cavalry Post Motel, located across the street, offers modern, standard motel rooms. The motel is situated on the historic landmark site of the original Cavalry Post. The Cuesta Motel (adjacent to the Cavalry Post Motel) offers a Spanish motif with modern standard motel rooms.



BEST COPY AVAILABLE

LAJITAS ON THE RIO GRANDE

Contact: Rob Dean, Manager
Star Route 70, Box 400
Terlingua, Texas 79852
Phone: (915) 424-3471/(800) 527-4078

Number of Rooms: 81

Food Service: Eighty-seat restaurant and lounge

Operating Season: Year-round

Occupancy: Peak 90-100%
Off 20-30%

Age: 10 years
2½ years (restaurant and lounge)

Construction: Wood, rock and adobe
One and two story

Peak Season: March-May and September-November (6 months)

Ratings: AAA - 2 diamond

Peak-Season Clientele: Tourists (families and tours)

Average Length of Stay: Two nights

Major Credit Cards Accepted: Yes (MasterCard and Visa)

Other: The development is an authentically recreated old western town. The hotel is a reproduction of an 1890's hostelry, including room decor. RV park, showers, laundry.

Rooms: The hotel rooms, furniture, fixtures, and decor are a reproduction of an 1890's hostelry. The Cavalry Post Motel offers modern, large, standard motel rooms. The Cuesta Motel provides modern, standard motel rooms with a Spanish motif. No upgrade amenities in motel units.

Location: Located in a similar setting to the concessioner's facilities at Big Bend.

Comparability: The Cavalry Post Motel and Cuesta Motel rooms and RV park, as well as the restaurant, are considered to be comparable to the overnight accommodations and food service facilities and services provided by the concessioner at Big Bend.

The hotel rooms and officers' quarters overnight accommodations are not considered to be good comparables based primarily on the historic furniture, fixtures, and decor.

They have their own water/
sewage treatment & fire hose system

LODGING FACILITIES

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

eatures (Check is item is present)	Concessioner	Lajitas on the Comparable Rio Grande	Comparable	Comparable	Comparable
Facility Related					
Television					
- color/no charge		X			
- BW/no charge					
- movies via TV/no charge		X			
- extra charge					
Telephone					
- direct dial (often doesn't work - 75% of calls have		X			
- switchboard operated to be placed through the switchboard)					
Swimming Pool					
- indoor					
- outdoor/heated					
- outdoor/not heated		X			
- pool deck/patio area		X			
Retail Facilities					
- gifts/souvenirs (numerous stores leased out on boardwalk)					
- personal needs/drugs					
- outdoor equipment (i.e., camping, fishing, etc.)					
- other (i.e., groceries, sundries, etc.)					
Restaurant/Bar Facilities					
- cafeteria					
- full-service dining room		X			
- fast-food (None)					
- bar		X			
Rooms					
- temperature control		X			
- shower or bath in each		X			
- suites (none - some connective rooms)					
- rooms adapted for handicapped		one			
- conference or meeting rooms (2 Rooms for 30 or 200)		X			
- rooms with kitchens (condos & bunkhouse only)					
Vending					
- in-room					
- common area		X			

- 8 maids
- CAVALRY motel rooms are large sized rooms with flagstone walkway outside rooms, smoke detectors, plastic glasses, nice furniture.
- Chisos Motel rooms have very nice Mexican tile entranceway, nice furniture.

BEST COPY AVAILABLE

Lajitas on the Rio Grande

(Operated By: Arrow Investments, Inc. a subsidiary of Mischer Corp)

LODGING COMPARABLES

SIMILAR SIZE: LESS THAN 75 ROOMS ____
75 TO 150 ROOMS X 81 Rooms (also, one bunkhouse which sleeps 16)
OVER 150 ROOMS ____

IN-SEASON OCCUPANCY RATES: 90-100%
off - 20-30%

(They also have 20 Condo units available as rentals - they are privately or corporate owned)

BUILDING TYPE:
HIGH-RISE (3 OR MORE STORIES) ____
LOW-RISE (2 STORIES) X (main hotel & Officers Quarters)
SINGLE STORY ATTACHED X motels
DETACHED ROOMS OR CABINS ____
TENTS ____

SEASONALITY (75% OF BUSINESS): Mar - May & Sep - Nov (6 mo.)

COMPETITION (MILES & #): 47 Miles
(concessioner at Big Bend N.P.)

SIMILAR SETTING OF AREA:
Same as concessioner

SIMILARITY OF CLIENTELE (AVERAGE LENGTH OF STAY): 2 Nights (1.97 people per room)
(TOURIST, CONVENTION, FAMILIES, ETC.):
50% - Vacationing facilities (tourists)
50% - Tour Bus Groups (tourist) (Tour busses limited to 2 per day)

SIMILAR AGE OF FACILITY: 10 yrs. (Restaurant & Lounge - 2½ yrs.

CONSTRUCTION TYPE: MASONRY/STEEL EXTERIOR FINISHED INTERIOR ____
" " UNFINISHED INTERIOR ____
FRAME/WOOD & adobe/rock X
CANVAS ____

REMOTENESS (DISTANCE FROM SUPPLIERS: 60 miles (Alb. & Abilene)
& 450-475 miles

AFFILIATION (NAT'L, REGIONAL, NON-AFFILIATED) None

NUMBER OF EMPLOYEES: 65 year-round

HOUSING OF EMPLOYEES: Yes (use RV Park & Apts.)

RATINGS OF OTHER ORGANIZATIONS: AAA - 2 diamond

- airstrip
- All supliers provide delivery service to the location.
- 90-95% arrive by car (families).
- Step-on guide service available for busses.
- Bus available for group tours.
- Mgr. has a guide training program established
- off season clientele is 100% families

BEST COPY AVAILABLE

	Concessioner	Lajitas on the Rio Grande Comparable	Comparable	Comparable	Comparable
Fireplaces					
- in common areas					
- in rooms		Some			
Designated Bus/Camper Parking (none designated)					
Children Play Area		X			
Recreation Room (Ping Pong Tables & Shuffle board in Mtg. rooms) *		X			
Marina (River Trips leased out to Vendor)					
Beach					
Tennis Courts (Two-Lighted)		X			
Golf Privileges (9-Hole Regulation)		X			
Convenience/Comfort Related					
Air Conditioned Guest Rooms		X			
Wall-to-Wall Carpets in Rooms		X			
Grade A Furniture					
Special Bed Equipment (i.e., magic fingers, bedside lighting controls, etc.)					
Service Related					
Baggage (Bell Hop) (not a particular person-but offered)					
Valet Parking					
Room Service (none)					
Entertainment (except on Sun. & Mon.)		X			
Medical Assistant/RN on Duty (EMTs & ECAs)					
Audio Visual/Movies					
Make Other Reservations					
Have Rental Cars Available		X			
Major Credit Cards Accepted (MC & VISA)		X			
Registration Office Open 24 Hours		X			

More features may be added as they are observed during the comparability review, i.e., free ice, king size beds, and so on.

* Room available to show videos in.

BEST COPY AVAILABLE

FOOD SERVICE

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is present)		COMPARABLES			
	Concessions	Lajinal On the Rio Grande			
Facility Related					
Carpeting					
Booths					
Counter Seats					
Provisions for the Handicapped					
Comfort Related					
Smoking/Non-Smoking Areas					
Air Conditioning		X			
Recorded Music		X			
Live Entertainment/Stage (no - in lounge)					
Service Related					
Flowers or Plants on Tables					
Take-out Service Available		X			
Liquor License Held					
- Wine and Beer		X			
- Spirits		X			
Caters to Tour Groups and Organizations					
Major Credit Cards Accepted		X			
Linen Tablecloths (Dinner) (no)					
Glass vs. Paper Cups or Plastic Cups					
Stainless or Silverplated Tablesetting vs. Plastic					

More features may be added as they are observed during the comparability review, i.e., toothpicks, mints, wetnaps, and so on.

BEST COPY AVAILABLE

FOOD COMPARABLES

FOOD SERVICE TYPE: FAST FOOD
- STAND-UP ___
- SIT-DOWN X
- CARRY-OUT ___
- PAPER SER ___
- TABLE SER X

COFFEE SHOP ___
BUFFET ___
CAFETERIA ___
INFORMAL D.R. X
FORMAL D.R. ___

SIMILAR SALES MIX (ALCOHOL TO FOOD): 90% food / 10% alcohol

SIMILAR NUMBER OF SEATS: 80

SIMILAR MENU:
- FAST FOOD
- SANDWICHES
- FAMILY STYLE
- ETHNIC
- LIMITED
- SPECIALTY ITEMS
- STANDARD OFFERINGS ✓ (Mexican Dishes offered)

SIMILAR NUMBER OF MEALS:
- BREAKFAST X
- LUNCH X
- DINNER X

COMPETITION: 2

PROXIMITY OF SUPPLIERS: Same as front sheet listing

SEASONALITY (75% OF BUSINESS): Same as front sheet listing

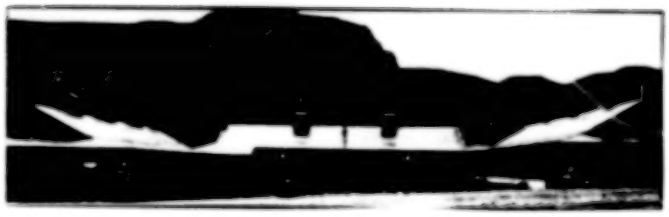
NUMBER OF EMPLOYEES: approx. 20 in food-service
8 in maintenance (entire complex)

GET A MENU: Attached

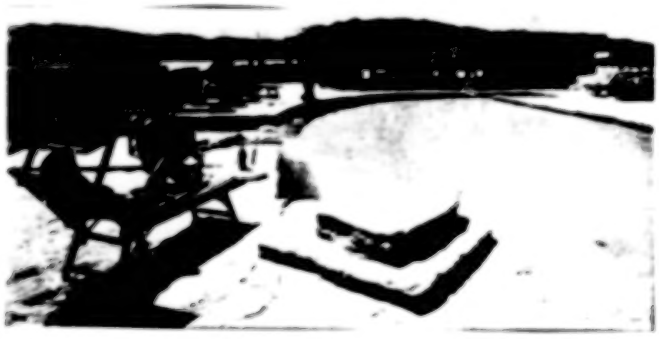
- 90 Park on-site
- Restaurant & Lounge constructed 2½ yrs. ago (very little local business)
- Country & western dancing
- Development is a replica of a frontier fort & western town with plank sidewalks and hitching rails.
- Horseback trips

BEST COPY AVAILABLE

Badlands Hotel (on left in photo) and shops/stores along the boardwalk



The Cavalry Post Motel
(Historic landmark - site of the original Cavalry Post)



Outdoor swimming pool

La Cuesta Motel
(Built in traditional Spanish style)

One of the buildings of the Officers' Quarters (20 rental rooms) complex (replicas of the originals at Old Fort Davis)

BEST COPY AVAILABLE

BLANK PAGE

178

LAJITAS ON THE RIO GRANDE
STAR ROUTE 70 BOX 400
TERLINGUA, TEXAS 79852
915-424-3471

Rates

HOTEL AND MOTELS			
PER ROOM	RATE	TAX	TOTAL
1 PERSON	47.00	2.82	49.82
2 PERSON	52.00	3.12	55.12
3 PERSON	54.00	3.24	57.24
4 PERSON	56.00	3.36	59.36
ONE BEDROOM CONDOS			
1 OR 2 PEOPLE	91.00	5.46	96.46
3 PEOPLE	97.00	5.82	102.82
4 PEOPLE	103.00	6.18	109.18
5 PEOPLE	109.00	6.54	115.54
6 PEOPLE	115.00	6.90	121.90
TWO BEDROOM CONDOS			
1 OR 2 PEOPLE	111.00	6.66	117.66
3 PEOPLE	117.00	7.02	124.02
4 PEOPLE	123.00	7.38	130.38
5 PEOPLE	129.00	7.74	136.74
6 PEOPLE	135.00	8.10	143.10
BUNKHOUSE			
COMPLETE	234.00	14.04	248.04
1/2 W/KIT.	133.00	7.98	140.98
1/2 WO/KIT.	101.00	6.06	107.06
HOUSES			
STEEL	175.00	10.50	185.50
SPEC. 3 bed.	175.00	10.50	185.50
GREEN	140.00	8.40	148.40

BEST COPY AVAILABLE

APPETIZERS

FRIED MUSHROOMS dipped in a light batter and fried. Served with white pepper gravy. $3.50

POTATO JACKETS the best part of the potato fried golden brown and filled with melted cheddar cheese, bacon bits and served with sour cream. $3.50

MEXICAN PIZZA crisp tortilla loaded with spicy taco meat, chilies, sliced black olives, tomatoes, jalapeños and topped with cheese. $3.95

NACHOS served with spicy refried beans, cheddar cheese and sliced jalapeños, sour cream and guacamole on crisp tortilla chips. $2.75

SHOESTRING ONIONS soaked in beer and lightly breaded and quickly fried. Basket large enough for two. $1.95

CHICKEN FINGERS breaded and fried chicken breast strips served with honey mustard sauce. $3.95

QUESADILLAS Grilled flour tortillas with cheddar and jack cheeses, sliced mushrooms, jalapeños and served with salsa. $3.95

JALAPENO CHEESE FINGERS are lightly breaded and fried and served with salsa. $3.25

HOMEMADE SOUP

Bowl	$1.00
Cup	$ .50

SALADS

CANTINA SALAD
Iceberg and Romaine lettuce with chopped tomatoes, red onion, fresh mushrooms and kidney beans. $1.65

FIESTA GARDEN SALAD
Iceberg and Romaine lettuce with avocado, fresh mushrooms, chopped bacon, cheddar cheese and tomatoes. $4.25

TACO SALAD
Fresh garden greens with spicy beef or chicken topped with grated cheddar cheese, guacamole, sour cream, scallions and black olives served in a crisp tortilla shell. $4.25

CHICKEN FAJITA SALAD
Marinated and grilled chicken breast strips served on a bed of Romaine and Iceberg lettuce, tomato wedges, red onion slices, green peppers and avocado. $4.95

TEXAS CHILI

Texas style chili served with homemade jalapeño cornbread, onions and grated cheese

Bowl	$2.75
Cup	$1.95

CHILI PIE a spicy bowl of Texas chili with grated onions, cheese and crisp tortilla chips. $2.95

CHILI DOG
Grilled frankfurter served in a fresh bun topped with a generous helping of Texas chili and onions. $3.45

BURGERS

LAJITAS BURGER
Fresh ground beef charbroiled and served with cheese, onions, jalapeños and scrambled eggs. $4.95

CHILI BURGER
Our basic burger served with a topping of Texas Chili. $3.95

JALAPENO BURGER
Charbroiled burger topped with lettuce, tomatoes, onions, jalapeños and cheese. $3.95

BASIC BURGER
Charbroiled burger with all the basics. $2.95

BBQ BURGER
Charbroiled and basted with smoky BBQ Sauce and served with cheddar cheese and sauteed onions. $3.75

BACON SWISS BURGER
Charbroiled with melted Swiss cheese and crisp bacon. $4.25

STEAKS

TEXAS SIZE T-BONE
Charbroiled to your taste and served with your choice of fries or a baked potato and cole slaw. [illegible].95

THE RIBEYE
The center cut of choice beef charbroiled to your taste. Choice of french fries or baked potato and homemade cole slaw. $10.95

CHICKEN FRIED STEAK
A Texas tradition. Hand breaded tender steak lightly fried to a golden brown. Served with white pepper gravy, french fries and homemade cole slaw. $6.25

BEST COPY AVAILABLE

BBQ

BBQ BABY BACK RIBS
Slow cooked and tender baby back ribs served with beans, creamy cole slaw and hot bakery fresh rolls $8.95
Double order $14.95

BBQ CHICKEN BREAST SANDWICH
Grilled and marinated chicken breast with melted Swiss cheese and bacon served with BBQ sauce $5.25

BBQ BRISKET
Cooked to perfection over a hot mesquite fire, served with beans, cole slaw and rolls $7.95

GRILLED CHICKEN BREAST
Marinated and grilled chicken breast, basted with BBQ sauce. Served with beans and cole slaw $6.95

SOUTH OF THE BORDER SPECIALTIES

PANCHO VILLA SPECIAL
A Lantas favorite of one meat and one cheese enchilada, refried beans, crisp taco and fluffy Spanish rice $5.75

TACOS DE ALAMBRE
Beef tips marinated in soy and sauteed with cabbage, bell peppers and jalapenos, served with refried beans, rice and flour tortillas $7.95

PICADILLO
Beef tips sauteed with onions, bell peppers, rice and refried beans $7.95

SOFT FLOUR BEEF OR CHICKEN TACO
Three soft flour tortillas stuffed with beef or chicken, cheddar and jack cheeses, tomatoes, lettuce and sliced black olives $4.25

FAJITAS
A Southwestern favorite. A sizzling platter of charbroiled marinated beef or chicken or combination with sauteed onions. Served with a generous portion of sour cream, pico de gallo, grated cheddar and jack cheeses, guacamole and warm soft flour tortillas. $7.95
Order for two $12.95

FOR THE KIDS

(12 and under please)

Grilled Cheese Sandwich With Fries	**$1.95**
Chicken Fingers For Kids	**$1.95**
Kiddie Hot Dog And Fries	**$1.95**

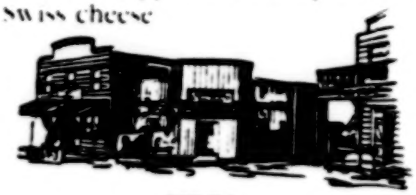
SANDWICHES

FRIED CHICKEN BREAST SANDWICH
Hand breaded chicken breast lightly fried served with crisp lettuce and tomatoes $4.95

LEMON PEPPER CHICKEN BREAST
Charbroiled chicken breast basted with a mixture of lemon and cracked black pepper $4.95

COUNTRY FRIED STEAK
A Texas favorite. Breaded and fried a golden brown served with white pepper gravy $5.95

SWISS BACON CHICKEN
Charbroiled and topped with crisp bacon and melted Swiss cheese $5.25



SIDES

Shoestring Onions	**$1.95**
Sauteed Mushrooms	**$ .95**
Baked Potato	**$1.00**
Grilled Onions	**$ .75**
French Fries	**$1.25**

BEVERAGES

Coffee	**$.65**	**Juices**	**$.85**
Tea	**$.60**	**Soft drinks**	**$.65**
Milk	**$1.00**		

BADLANDS BAKERY FRESH DESSERTS

Homemade Fresh Pies Daily	**$1.65**
Cookies Like Mother Makes	**$ .40**
Rich Chocolate Brownies	**$1.00**

HOT FUDGE SUNDAE
Vanilla ice cream served in a cinnamon coated four tortilla topped with hot fudge and chopped nuts $2.95

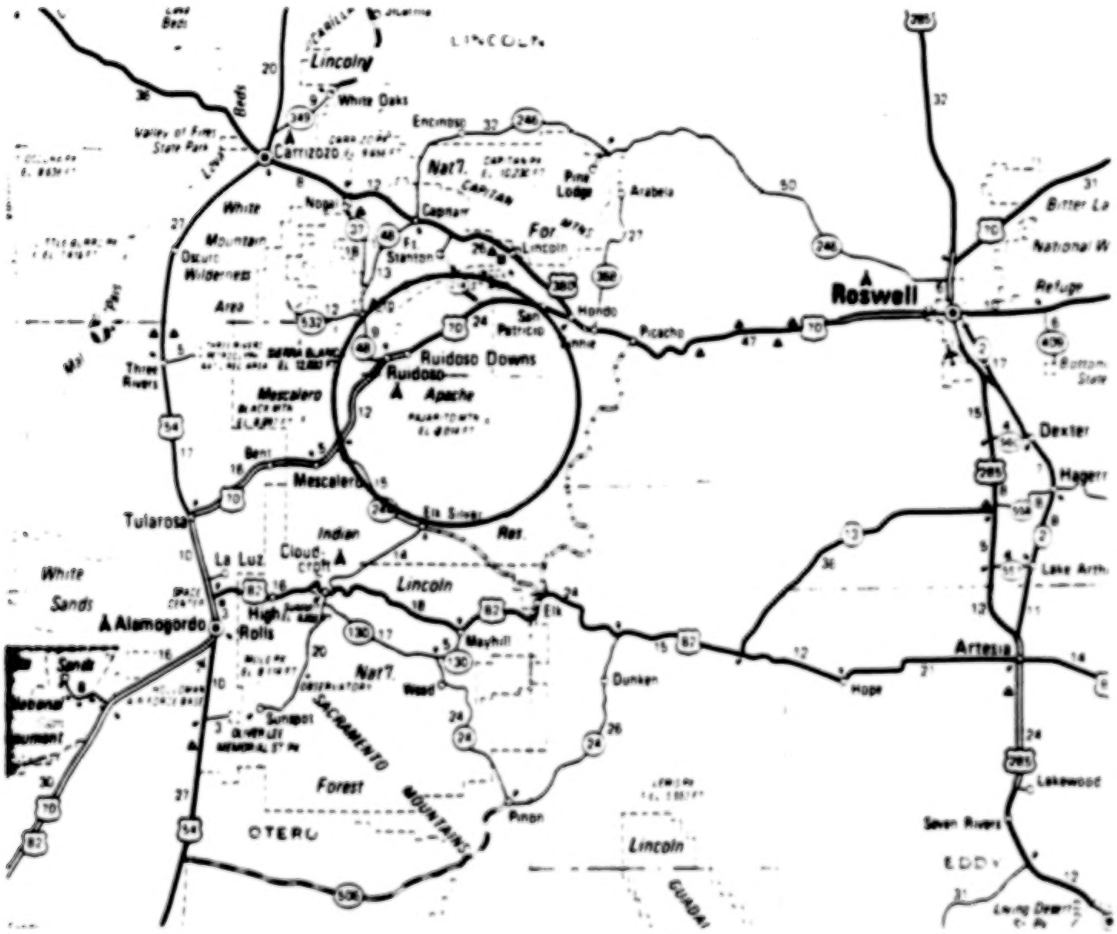
CINNAMON SUNDAE DELIGHT
Vanilla ice cream served in a cinnamon coated flour tortilla topped with spicy hot cinnamon apples $2.00

BEST COPY AVAILABLE

RUIDOSO, NEW MEXICO

Ruidoso is located in south central New Mexico approximately 178 miles southeast of Albuquerque and 464 miles northwest of Big Bend's northeast entrance.

Ruidoso is situated at a 7,000 foot elevation in the 600,000-acre, pine-covered Sacramento Mountains along the Ruidoso River. The town was established in the 1890's as a tin-roofed trading post. The post's old water wheel still stands on the main street. The area is popular for fishing, golf, hiking, hunting, camping, and winter skiing. Ruidoso Downs, a top USA quarter horse track, offers horse racing from May through September, culminating in the American Futurity, the largest single purse in quarter horse racing.



BEST COPY AVAILABLE

THE CARRIZO RESORT

Contact: Ms. Ronnie DuVal
P.O. Drawer 1371-M513
Ruidoso, New Mexico 88345
Phone: (505) 257-9131

Number of Rooms: 27 standard motel rooms (some one bedroom with sitting room)
90 condos

Food Service: 150-seat, full-service restaurant and lounge
(Not reviewed - closed for remodeling)

Operating Season: Year-round

Occupancy: Peak 45-50%
Off 35-40%

Age: Restaurant - 1927
Condos - 5-6 years

Construction: Adobe and stucco and wood frame, 1-2 story

Peak Season: Mid-May-Labor Day (4 months) and end of November-Easter (skiing) (4 months)

Ratings: None

Peak-Season Clientele: 80% tourists
20% commercial

Average Length of Stay: 3 days

Major Credit Cards Accepted: Yes

Other: Property is presently in receivership. Convenience store with gas pumps on-site. Fitness center with exercise equipment, hot tubs and saunas; video game room; guest laundry.

Rooms: The older motel rooms are small rooms with very basic, rustic furnishings. The newer motel rooms are standard-sized rooms with more contemporary furnishings. No upgrade amenities.

Location: Located about 6 miles outside of Ruidoso - primarily a destination resort.

Comparability: Some of the standard motel rooms at this facility are considered to be comparable to the concession-provided overnight accommodations at Big Bend; however,

1. The facility is presently in receivership and the future operation is questionable, and

2. The restaurant is closed for remodeling and therefore could not be reviewed for comparability.

It is recommended that the park review this facility again in about one to two years to see if it better meets comparability.

The second survey of this facility during September 1989 concluded that the restaurant is considered to be comparable to that provided by the concessioner at Big Bend. The property is no longer in receivership and is therefore recommended as a good comparable to the overnight and food-service facilities at Big Bend.

The Carrizo Resort

LODGING COMPARABLES

SIMILAR SIZE: LESS THAN 75 ROOMS 27 Stnd. Motel Rooms (Some 1 BBRM with Sitting Room)
75 TO 150 ROOMS ____ (+90 Condo Units - not Reviewed)
OVER 150 ROOMS ____

IN-SEASON OCCUPANCY RATES: 45-50%
off: 35-40%

BUILDING TYPE:
HIGH-RISE (3 OR MORE STORIES) ____
LOW-RISE (2 STORIES) X
SINGLE STORY ATTACHED X
DETACHED ROOMS OR CABINS ____
TENTS ____

SEASONALITY (75% OF BUSINESS): Mid-May to Labor Day (4 mos.)
+ end-Nov to Easter (skiing) (4 mos.)

COMPETITION (MILES & #):
Numerous other resort properties in Ruidoso - 6-10 miles distance.

SIMILAR SETTING OF AREA: Mountainous resort area

SIMILARITY OF CLIENTELE (AVERAGE LENGTH OF STAY): 3 Days
(TOURIST, CONVENTION, FAMILIES, ETC.):
80% - Tourist (family oriented)
20% - Commercial

SIMILAR AGE OF FACILITY: Restaurant - 1927
Condos - 5-6 yrs.

CONSTRUCTION TYPE: MASONRY/STEEL EXTERIOR FINISHED INTERIOR adobe & stucco
" " UNFINISHED INTERIOR ____
FRAME/WOOD X
CANVAS ____

REMOTENESS (DISTANCE FROM SUPPLIERS: ALB - 178 miles
El Paso - 150 miles

AFFILIATION (NAT'L, REGIONAL, NON-AFFILIATED) none

NUMBER OF EMPLOYEES: Peak: 40
Off: 20 (Restaurant closed for remodeling)

HOUSING OF EMPLOYEES: None

RATINGS OF OTHER ORGANIZATIONS: None

- Located about 6 miles outside of Ruidoso.
- The original lodge is designated by the State of New Mexico as a registered cultural property and is listed on the National Register of Historic Places.
- Convenience store with gasoline pumps on site.

BEST COPY AVAILABLE

LODGING FACILITIES

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is item is present)	Concessioner	Carrizo Lodge Comparable	Comparable	Comparable	Comparable
Facility Related					
Television					
- color/no charge		X			
- BW/no charge					
- movies via TV/no charge (Cable)		X			
- extra charge					
Telephone					
- direct dial		X			
- switchboard operated					
Swimming Pool					
- indoor					
- outdoor/heated		X			
- outdoor/not heated					
- pool deck/patio area		X			
Retail Facilities					
- gifts/souvenirs (+ Art Gallery)		X			
- personal needs/drugs		X			
- outdoor equipment (i.e., camping, fishing, etc.)		X (limited)			
- other (i.e., groceries, sundries, etc.)		X			
Restaurant/Bar Facilities					
- cafeteria					
- full-service dining room (Presently being remodeled-closed)		X			
- fast-food					
- bar		X			
Rooms					
- temperature control		X			
- shower or bath in each		X			
- suites		X			
- rooms adapted for handicapped					
- conference or meeting rooms (Connecting rooms - *		X			
- rooms with kitchens (Condos)					
Vending					
- in-room					
- common area		X			

- Nice Lobby area
- Fitness Center with exercise equipment, hot tubs & saunas.
- Some wood paneling.
- Video game room
- guest laundry

* can be opened to a 4000 Sq. Ft. Room for 500 people

BEST COPY AVAILABLE

	Concessioner	Cavrizo Lodge Comparable	Comparable	Comparable	Comparable
Fireplaces					
- in common areas					
- in rooms (some)		X			
Designated Bus/Camper Parking		X			
Children Play Area					
Recreation Room (video room + exercise room)		X			
Marina					
Beach					
Tennis Courts					
Golf Privileges					
Convenience/Comfort Related					
Air Conditioned Guest Rooms		X			
Wall-to-Wall Carpets in Rooms		X			
Grade A Furniture					
Special Bed Equipment (i.e., magic fingers, bedside lighting controls, etc.)					
Service Related					
Baggage (Bell Hop) (Employee will assist upon request)					
Valet Parking					
Room Service		X			
Entertainment (on occasion)					
Medical Assistant/RN on Duty					
Audio Visual/Movies					
Make Other Reservations					
Have Rental Cars Available					
Major Credit Cards Accepted (MC + VISA)		X			
Registration Office Open 24 Hours		X			

More features may be added as they are observed during the comparability review, i.e., free ice, king size beds, and so on.

BEST COPY AVAILABLE

FOOD COMPARABLES

FOOD SERVICE TYPE: FAST FOOD
- STAND-UP ____
- SIT-DOWN ____
- CARRY-OUT ____
- PAPER SER ____
- TABLE SER X

COFFEE SHOP ____
BUFFET ____
CAFETERIA ____
INFORMAL D.R. X
FORMAL D.R. ____

SIMILAR SALES MIX (ALCOHOL TO FOOD): ?

SIMILAR NUMBER OF SEATS: 150-Seats (3 dining areas)

SIMILAR MENU:
- FAST FOOD
- SANDWICHES
- FAMILY STYLE
- ETHNIC
- LIMITED
- SPECIALTY ITEMS
- STANDARD OFFERINGS X

SIMILAR NUMBER OF MEALS:
- BREAKFAST ____
- LUNCH ____
- DINNER ____

COMPETITION:

PROXIMITY OF SUPPLIERS:

SEASONALITY (75% OF BUSINESS):

NUMBER OF EMPLOYEES:

GET A MENU

Facility not reviewed - closed for remodeling (additional information not collected)

BEST COPY AVAILABLE

1988-89 RATES

APPLICABLE DATES SEPT. 9 -MAY 15

ROOM TYPES	RATES PER NIGHT*	
	1 PERSON	2 PERSONS
STANDARD One double bed and single bed w/ bath	$35.00	$45.00
DOUBLE Two rooms adjoined by shared bath one double bed 2 single beds	to 4 persons $60.00	
STANDARD w/SITTING ROOM One double bed w/bath connecting separate sitting room	$50.00	
THREE BEDROOM APARTMENT Three bedrooms fully equipped kitchen living room w fireplace 1½ baths sleeps up to 10 people	$125.00	
LUXURY ONE BEDROOM Bedroom w queen sized bed two bunks Fully equipped kitchen w microwave & coffee maker living room w fireplace bath and balcony	to 4 persons $75.00	

Extra persons - $5.00 + tax per person per night Children under 12 free when staying in room with parents
"Holiday Rates May Vary"
Pets - Small pets accepted / with deposit
Rates do not include tax

CARRIZO RESORT INVITES YOU TO SKI APACHE!

"CARRIZO LODGE"

GROUP RATES
SKI PAC SPECIALS

STARTING AT $45.00 PER NIGHT
(505) 257-9131

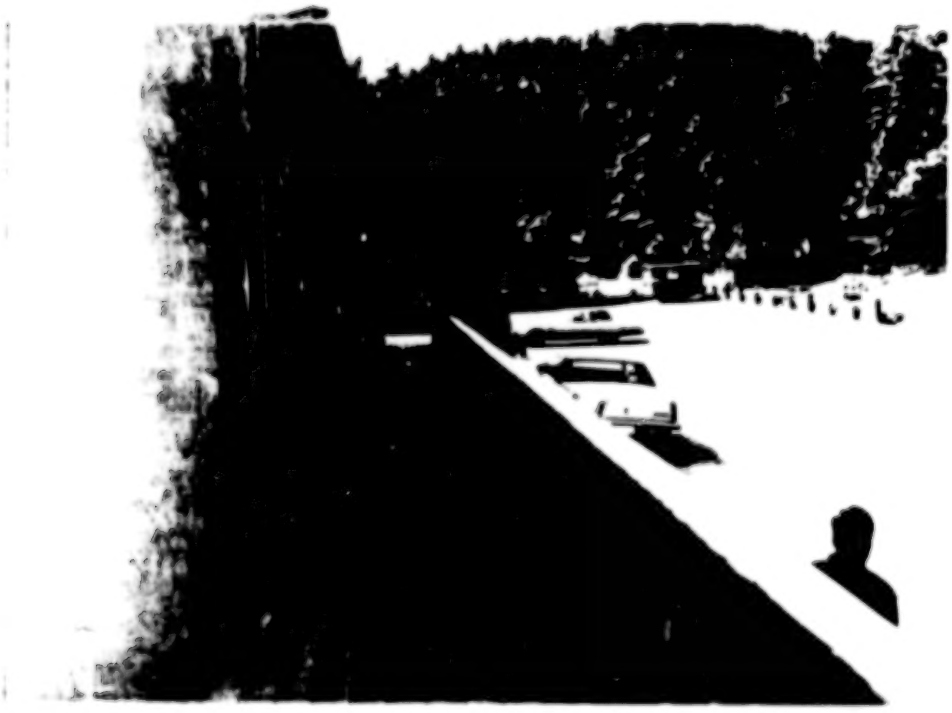
The Carrizo Resort

BEST COPY AVAILABLE

THE CARRIZ RESORT

Main registration building, lobby, stores, art gallery, fitness center in basement

Standard motel rooms



BEST COPY AVAILABLE

BLANK PAGE

Newer motel rooms

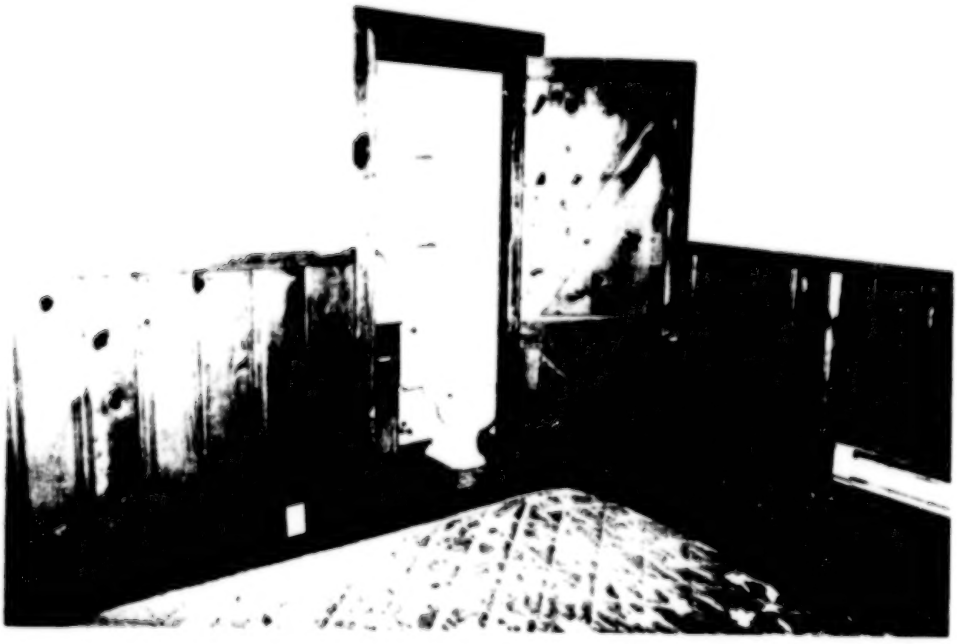
BEST COPY AVAILABLE

BLANK PAGE

THE CARRICO [illegible]

Standard motel room

Newer motel room



BLANK PAGE

RUIDOSO INN

Contact: Bill McBeth, Manager
P.O. Box 3830HS
Ruidoso, New Mexico 88345
Phone: (505) 378-4051

Number of Rooms: 54 rooms (plus 27 "time-share" condos)

Food Service: 85-seat, full-service restaurant and lounge (restaurant closed on Tuesdays)

Operating Season: Year-round

Occupancy: ?

Age: 12 years

Construction: Concrete, pre-poured, two story

Peak Season: May-Labor Day (4 months) and December-March (skiing) (4 months)

Ratings: AAA - None

Peak-Season Clientele: 70% Horse racing and skiing
30% Conventions

Average Length of Stay: 2 days

Major Credit Cards Accepted: No

Other: Spacious, well-appointed lobby area; heated indoor pool and Jacuzzi; rental cars available.

Rooms: Large sized motel rooms, attractively furnished, smoke detectors. No upgrade amenities. Lobby and other public spaces are well maintained, with numerous upgrade features.

Location: In-town location. Primarily a destination resort area in a mountainous, wooded, recreational setting.

Comparability: The large, well-maintained lobby and other public spaces have numerous upgrade features not found in the concessioner's facilities; however, the rooms and food service are considered to be similar to those provided by the concessioner at Big Bend, and this facility is recommended as a good comparable.

Ruidoso Inn

LODGING COMPARABLES

SIMILAR SIZE: LESS THAN 75 ROOMS 54 Rooms (+ 27 condos "time share") (50% Hotel & 50% Time-Share)
75 TO 150 ROOMS
OVER 150 ROOMS

IN-SEASON OCCUPANCY RATES: ?

BUILDING TYPE:
HIGH-RISE (3 OR MORE STORIES)
LOW-RISE (2 STORIES) X
SINGLE STORY ATTACHED
DETACHED ROOMS OR CABINS
TENTS

SEASONALITY (75% OF BUSINESS): May - Labor Day - (4 mos.) & Dec - Mar (skiing) - (4 mos.)

COMPETITION (MILES & #):

Numerous motels & resorts in town

SIMILAR SETTING OF AREA: Destination resort area. In-town location. Mountainous, wooded area.

SIMILARITY OF CLIENTELE (AVERAGE LENGTH OF STAY) : 2 Days
(TOURIST, CONVENTION, FAMILIES, ETC.):

70% - For Horse Racing & skiing
30% - Conventions

SIMILAR AGE OF FACILITY: 12 yrs (formerly a Holiday Inn)

CONSTRUCTION TYPE: MASONRY/STEEL EXTERIOR FINISHED INTERIOR Concrete (pre-poured, tilt-up)
" " UNFINISHED INTERIOR
FRAME/WOOD
CANVAS

REMOTENESS (DISTANCE FROM SUPPLIERS: ALB - 178 miles, Roswell - 100 miles, El Paso (some)

AFFILIATION (NAT'L, REGIONAL, NON-AFFILIATED) none

NUMBER OF EMPLOYEES: Peak: 40, Off: 25 } Total for complex

HOUSING OF EMPLOYEES: 1 - Asst. Mgr. only

RATINGS OF OTHER ORGANIZATIONS: AAA - none

BEST COPY AVAILABLE

LODGING FACILITIES

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is item is present)	Concessioner	Ruidoso Inn Comparable	Comparable	Comparable	Comparable
Facility Related					
Television					
- color/no charge		X			
- BW/no charge					
- movies via TV/no charge (HBO)		X			
- extra charge					
Telephone					
- direct dial		X			
- switchboard operated					
Swimming Pool					
- indoor (heated) (+ Jacuzzi)		X			
- outdoor/heated					
- outdoor/not heated					
- pool deck/patio area		X			
Retail Facilities					
- gifts/souvenirs					
- personal needs/drugs					
- outdoor equipment (i.e., camping, fishing, etc.)					
- other (i.e., groceries, sundries, etc.)					
Restaurant/Bar Facilities					
- cafeteria					
- full-service dining room		X			
- fast-food					
- bar		X			
Rooms					
- temperature control		X			
- shower or bath in each		X			
- suites		X			
- rooms adapted for handicapped		X			
- conference or meeting rooms (up to 120 people)		X			
- rooms with kitchens					
Vending					
- in-room					
- common area (no soft drink vending on 2nd Floor)		X			

- guest laundry
- smoke detectors

BEST COPY AVAILABLE

	Concessioner	Ridge Inn Comparable	Comparable	Comparable	Comparable
Fireplaces					
- in common areas					
- in rooms					
Designated Bus/Camper Parking		X			
Children Play Area (Planned for future)					
Recreation Room (Game Room, videos, pool table)		X			
Marina					
Beach					
Tennis Courts					
Golf Privileges					
Convenience/Comfort Related					
Air Conditioned Guest Rooms		X			
Wall-to-Wall Carpets in Rooms		X			
Grade A Furniture (Some)					
Special Bed Equipment (i.e., magic fingers, bedside lighting controls, etc.)					
Service Related					
Baggage (Bell Hop) (employee will provide upon request)					
Valet Parking					
Room Service		X			
Entertainment (Planned for near future)					
Medical Assistant/RN on Duty					
Audio Visual/Movies					
Make Other Reservations (not outside area)					
Have Rental Cars Available (National)		X			
Major Credit Cards Accepted (Car Rentals)					
Registration Office Open 24 Hours		X			

More features may be added as they are observed during the comparability review, i.e., free ice, king size beds, and so on.

BEST COPY AVAILABLE

FOOD COMPARABLES

FOOD SERVICE TYPE: FAST FOOD
- STAND-UP ____
- SIT-DOWN X
- CARRY-OUT X
- PAPER SER ____
- TABLE SER X

COFFEE SHOP ____
BUFFET Breakfast Buffet on weekends
CAFETERIA ____
INFORMAL D.R. X
FORMAL D.R. ____

SIMILAR SALES MIX (ALCOHOL TO FOOD): 5% Alcohol

SIMILAR NUMBER OF SEATS: 85

SIMILAR MENU:
- FAST FOOD
- SANDWICHES
- FAMILY STYLE
- ETHNIC – Mexican specials
- LIMITED
- SPECIALTY ITEMS
- STANDARD OFFERINGS X

SIMILAR NUMBER OF MEALS:
- BREAKFAST X } 6A-2PM
- LUNCH X
- DINNER X 5P - 9:30P

(Restaurant Closed on Tuesdays)

COMPETITION: Numerous restaurants in town

PROXIMITY OF SUPPLIERS: Roswell - 100 miles

SEASONALITY (75% OF BUSINESS): Same as for motel

NUMBER OF EMPLOYEES: ?

GET A MENU Not available

BEST COPY AVAILABLE

FOOD SERVICE

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is present)	COMPARABLES				
	Concessioner	Ridalo Inn			
Facility Related					
Carpeting		X			
Booths		X			
Counter Seats					
Provisions for the Handicapped		Some			
Comfort Related					
Smoking/Non-Smoking Areas					
Air Conditioning		X			
Recorded Music					
Live Entertainment/Stage (in lounge)					
Service Related					
Flowers or Plants on Tables		X			
Take-out Service Available		X			
Liquor License Held					
- Wine and Beer		X			
- Spirits		X			
Caters to Tour Groups and Organizations		X			
Major Credit Cards Accepted					
Linen Tablecloths (Dinner)		X			
Glass vs. Paper Cups or Plastic Cups		X			
Stainless or Silverplated Tablesetting vs. Plastic		X			

More features may be added as they are observed during the comparability review, i.e., toothpicks, mints, wetnaps, and so on.

BEST COPY AVAILABLE

View from front of complex

Spacious lobby entrance area

BEST COPY AVAILABLE

BLANK PAGE

Interior hallway to rooms

Typical room

BEST COPY AVAILABLE

BLANK PAGE

BEST WESTERN SWISS CHALET

Contact: Manager
P.O. Box 759
Ruidoso, New Mexico 88345
Phone: (505) 258-4444

Number of Rooms: 82 rooms (some suites)

Food Service: 60-seat, full-service restaurant and lounge (closed Tuesdays)

Operating Season: Year-round

Occupancy: 70-80% Peak Season

Age: 15 years

Construction: Wood-frame, two-story

Peak Season: May- early September (4 months) and December-March (3 months)

Ratings: Mobil - 2 star
AAA - None

Peak-Season Clientele: Horse racing clientele primarily in summer and skiers in winter

Average Length of Stay: 2 nights

Major Credit Cards Accepted: Yes

Other: Indoor swimming pool and whirlpool, laundromat, special buffets two night per week.

Rooms: Large standard motel rooms, some wallpaper, marble vanity tops, nice suites with in-room steam baths.

Location: A destination resort situated approximately 8 miles outside of Ruidoso proper and near the Apache Ski Resort.

Comparability: The standard rooms (not suites) and restaurant are considered to be a good comparable to the concession-provided facilities at Big Bend.

LODGING COMPARABLES

SIMILAR SIZE: LESS THAN 75 ROOMS ____
75 TO 150 ROOMS 82 (Family suites have 2 queens or King bed)
OVER 150 ROOMS ____

IN-SEASON OCCUPANCY RATES: 70-80 %

BUILDING TYPE:
HIGH-RISE (3 OR MORE STORIES) ____
LOW-RISE (2 STORIES) X
SINGLE STORY ATTACHED ____
DETACHED ROOMS OR CABINS ____
TENTS ____

SEASONALITY (75% OF BUSINESS): May-early Sep (Horse Racing Season) (4 mos)
Dec-Mar (ski season) (3 mos.)

COMPETITION (MILES & #): Several other resort accommodations in Ruidoso

SIMILAR SETTING OF AREA: Destination resort area in mountain setting.

SIMILARITY OF CLIENTELE (AVERAGE LENGTH OF STAY): 2 nights
(TOURIST, CONVENTION, FAMILIES, ETC.):
- Horse Racing Clientele
- Ski Season
- Retired clients in Fall
- Some conventions

% 's - ?

SIMILAR AGE OF FACILITY: 15 yrs.

CONSTRUCTION TYPE: MASONRY/STEEL EXTERIOR FINISHED INTERIOR ____
" " UNFINISHED INTERIOR ____
FRAME/WOOD X
CANVAS ____

REMOTENESS (DISTANCE FROM SUPPLIERS: Albuquerque - 178 miles
Roswell - 100 miles

AFFILIATION (NAT'L, REGIONAL, NON-AFFILIATED) Best Western

NUMBER OF EMPLOYEES: Housekeeping - Peak: 30
off: 20

HOUSING OF EMPLOYEES: None (on occasion when snow storm precluding driving)

RATINGS OF OTHER ORGANIZATIONS:
Mobile - 2-Star
AAA - None

Rates:

Season	1 Person	2 Persons
1/1 - 5/31	$54-64	$62-72
6/1 - 9/6	$64-74	$72-82
9/7 - 12/22	$48-58	$56-66
12/23 - 12/31	$64-74	$72-82
Suite	1-4 people	$125-150

Senior Citizen 20% Discount

Extra Person: $8

BEST COPY AVAILABLE

Facilities	Accessible	Not Applicable	Accessible	Accessible	Accessible
Entertainment					
Television					
- color on change		X			
- movie channel					
- movie via TV on change (cable)		X			
- entre charge					
Telephone					
- direct dial		X			
- 24 hour operated					
Swimming Pool					
- indoor (heated)		X			
- outdoor/heated					
- outdoor/not heated					
- sun deck/patio area		X			
Retail Facilities					
- gifts/souvenirs					
- personal needs/drugs		X			
- outdoor equipment (i.e., camping, fishing, etc.)					
- other (i.e., groceries, sundries, etc.)					
Restaurant/Bar Facilities					
- cafeteria					
- full-service dining room		X			
- fast-food					
- bar		X			
Rooms					
- temperature control		X			
- shower or bath in each		X			
- suites (2 rooms & 2 baths)		X			
- rooms adapted for handicapped		X			
- conference or meeting rooms (100 people)		X			
- rooms with kitchens					
Vending					
- in room					
common area (not a large decision)		X			

Travel arrangement
Airport transportation local airport only
one small car allowed
wheelchair

BEST COPY AVAILABLE

	Concessioner	Swiss Chalet Comparable	Comparable	Comparable	Comparable
Fireplaces					
- in common areas (1 in Lobby)		X			
- in rooms					
Designated Bus/Camper Parking		X			
Children Play Area					
Recreation Room					
Marina					
Beach					
Tennis Courts					
Golf Privileges					
Convenience/Comfort Related					
Air Conditioned Guest Rooms		X			
Wall-to-Wall Carpets in Rooms		X			
Grade A Furniture					
Special Bed Equipment (i.e., magic fingers, bedside lighting controls, etc.)					
Service Related					
Baggage (Bell Hop) (Employee will assist upon request)					
Valet Parking					
Room Service		X			
Entertainment (Fri + Sat Nights - Year-round)		X			
Medical Assistant/RN on Duty (Hospital: 5 miles)					
Audio Visual/Movies					
Make Other Reservations (Thru Best Western)		X			
Have Rental Cars Available (no - at airport: 10 miles)					
Major Credit Cards Accepted		X			
Registration Office Open 24 Hours (on during peak season + on Fri + Sat. nights)		X			

More features may be added as they are observed during the comparability review, i.e., free ice, king size beds, and so on.

- plastic glasses, marble vanity tops, some wallpaper, large rooms.
- Suites are very nice - in-room steam baths.

BEST COPY AVAILABLE

FOOD COMPARABLES

FOOD SERVICE TYPE: FAST FOOD
- STAND-UP ____
- SIT-DOWN X
- CARRY-OUT ____
- PAPER SER ____
- TABLE SER X

COFFEE SHOP ____
BUFFET 2 nights a week*
CAFETERIA ____
INFORMAL D.R. ____
FORMAL D.R. X

SIMILAR SALES MIX (ALCOHOL TO FOOD): 20% Alcohol

SIMILAR NUMBER OF SEATS: 60-Seats

SIMILAR MENU:
- FAST FOOD
- SANDWICHES
- FAMILY STYLE
- ETHNIC
- LIMITED
- SPECIALTY ITEMS
- STANDARD OFFERINGS X

*Seafood Buffet : 1 night/week
Prime Rib " : 1 night/week

SIMILAR NUMBER OF MEALS:
- BREAKFAST X 7A - 11A
- LUNCH None
- DINNER X 6P - 9P

} Dining Room closed on Tuesday

COMPETITION: Numerous restaurants in Ruidoso

PROXIMITY OF SUPPLIERS: Roswell + ALB

SEASONALITY (75% OF BUSINESS):

NUMBER OF EMPLOYEES: 9 permanent year-round (increases to 12 during peak season)

GET A MENU : attached

- 50% local customers for restaurant
- Free Continental Breakfast for guests on Tuesdays (dining room closed.

BEST COPY AVAILABLE

FOOD SERVICE

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is present)	COMPARABLES				
	Concessions	Swiss Chalet			
Facility Related					
Carpeting		X			
Booths					
Counter Seats					
Provisions for the Handicapped		X			
Comfort Related					
Smoking/Non-Smoking Areas					
Air Conditioning		X			
Recorded Music		X			
Live Entertainment/Stage (Fri + Sat nights)		X			
Service Related					
Flowers or Plants on Tables		X			
Take-out Service Available (on arrangement only)					
Liquor License Held					
- Wine and Beer		X			
- Spirits		X			
Caters to Tour Groups and Organizations (no tours)		X			
Major Credit Cards Accepted		X			
Linen Tablecloths (Dinner)		X			
Glass vs. Paper Cups or Plastic Cups		X			
Stainless or Silverplated Tablesetting vs. Plastic		X			

More features may be added as they are observed during the comparability review, i.e., toothpicks, mints, wetnaps, and so on.

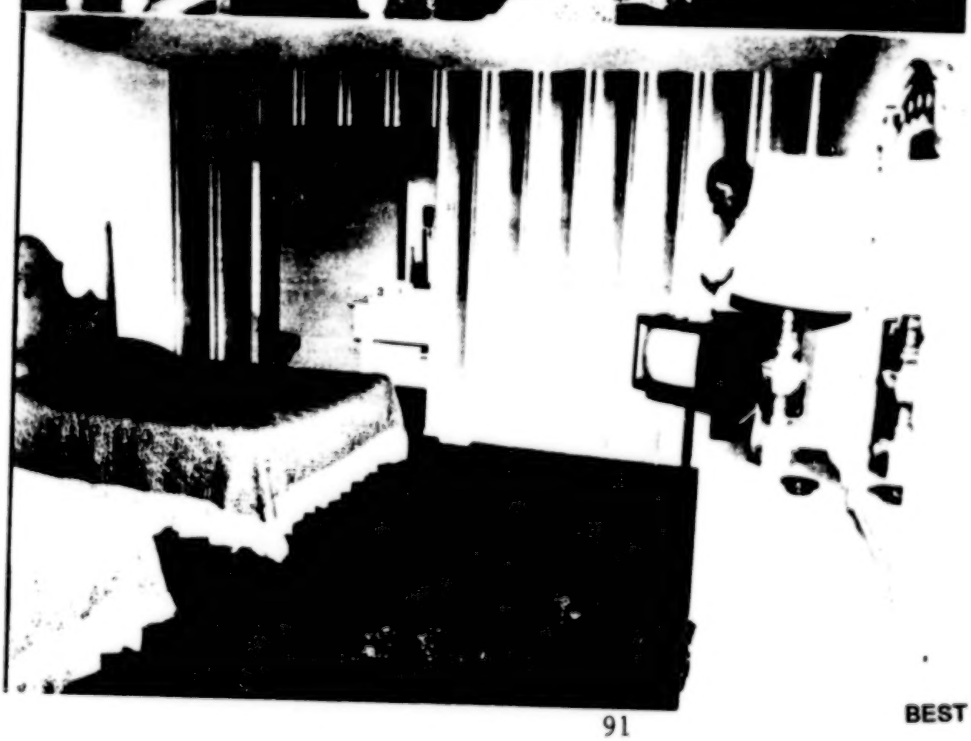
- special buffet set-up for conventions.

BEST COPY AVAILABLE

BEST WESTERN
SWISS CHALET

Main lodge building (front entrance)

Typical room



BEST COPY AVAILABLE

BLANK PAGE

Lobby

Restaurant

BEST COPY AVAILABLE

Suite

BLANK PAGE

Soup & Salads

Bowl of Soup du Jour	1.95
Soup and Salad Table Combination	4.75
Salad Table (skip the soup)	3.95

Soup & Sandwich

Help yourself to the Soup du Jour

Swiss Chalet Burger	4.75
Swiss Cheese Burger	5.25
Vieux Chalet Triple Decker	4.75
Bacon, Lettuce and Tomato	4.20

Sandwiches served with French Fried Potatoes

For the Children

Served with French Fried Potatoes

Golden Fried Shrimp	4.25
Hamburger	2.75
Cheese Burger	2.95

Desserts

Treat yourself a Treat from the Sweet Table

1.50 to 3.00

Depending on your Selection

Traditional Swiss Chalet Events

Buffet Friday and Saturday Night (Seasonal)

from 6:00 p.m. to 10:00 p.m.

12.95 per person

The Friday's Seafood Buffet includes delicious Scallops St. Jacques, Frog Legs, Oysters, Ocean Cod, fried Catfish and don't forget the do it yourself fried delicately breaded Jumbo Shrimp. Please do yourself a favor leave some room for our great Desserts! (Dates subject to availability)

Saturday is the Prime Rib Buffet (plus bonus) complete with fresh Vegetables, homemade Potatoes and a surprise Course. Don't forget the special Sweet Table.

A Buffet Note to our Valued Guests

Eat all you want, but please take only what you can handle.

Next time when you return, an advance reservation will assure you a nice table.

Group Events Let our Director of Sales help you plan your next Group Meeting, Church Gathering, School Faculty Seminar or Family Reunion.

BEST COPY AVAILABLE

Vieux Chalet Entrees

Enjoy our Soup and Salad Table

Annemarie's Wienerschnitzel — 12.95
All time favorite, prepared with milk fed Veal

Schnitzel a la Holstein — 9.95
Cut from select tenderloins of pork served with the traditional Fried Egg

Piccata Ticcino — 9.95
Butter sautéed medallions of Pork Tenderloin, served with Rice

Hans' Sirloin Steak — 7.95
Ground Chuck Steak with an unusual Cheese topping

Beef Tenderloin Tips Stroganoff — 9.95
In creamy Wine Sauce, served with Rice

Pepper Steak Diablo — 12.95
With crushed Pepper Corns and a delightful Wine Sauce

Tournedos Hunter Style — 14.00
With sautéed fresh Mushrooms in Wine Sauce

Steaks and Seafood

Enjoy our Soup and Salad Table

Fish Of The Day — market price
Every day our Chef selects one of his favorite fish dishes

Texas Cut Rib-Eye — large cut - 12.95; regular cut - 10.95

Filet Mignon — large cut - 14.00; regular cut - 12.95

Fried Shrimp — 12.95
Generous portion of golden fried Shrimp served with Cocktail Sauce

Lobster Tails — one tail - 12.95; two tails - 19.95
With Drawn Butter or Hollandaise

Beef N' Reef — 19.95
Juicy Lobster Tail and a filet Pepper Steak

Dinner For Two

(allow extra time)

Enjoy our Soup and Salad Table

Chateaubriand Bouquetiere — per person - 18.00
Fresh Vegetables, Champagne Wine Sauce, Hollandaise

Beef Diane Vieux Chalet — per person - 18.00
Medallions of Tenderloin prepared our very own way
Served with Relief Rice

The Meat Gallows Experience — per person - 18.00
Potpourri of Beef Tenders, Lobster and Veal served in an amazing way

Wine Selections

Aperitif

Campari Sunset Created with fresh Orange Juice	2.75
Champagne Cocktail	2.00
Dubonnet	2.00
Vermouth	2.00
Sherry	2.00

White Wines

1	Chablis, Sebastiani	9.50
2	Chardonnay, Sebastiani	14.50
3	Chenin Blanc, Robert Mondavi	16.00
4	Chenin Blanc, (half bottle)	8.50

Blush Wines

11	"Eye of the Swan" Pinot Noir Blanc, Sebastiani	9.95
12	White Zinfandel, Beringer	10.50

Red Wines

21	Pinot Noir, Sebastiani	10.50
22	Cabernet Sauvignon, Robert Mondavi	22.00
23	Cabernet Sauvignon, (half bottle)	11.50

Sparkling Wines

31	Domestic, California	9.50
32	Asti Spumante	16.00
33	Moet et Chandon, France	
	White Star	36.00
	(half bottle)	18.00
34	Cuvee Dom Perignon, France	95.00

Country Wines

We proudly present quality wines by the Glass

Chenin Blanc, Sebastiani	one or glass	1.50
	half liter	4.25
White Zinfandel, Blush Wine	one or glass	1.50
	half liter	4.25
Cabernet Sauvignon, Sebastiani	one or glass	1.75
	half liter	4.95
California Champagne	four or glass	1.50

BEST COPY AVAILABLE

TALL PINES RV PARK

Contact: Manager
Tall Pines RV Park
Ruidoso, New Mexico 88345
Phone: (505) 257-5233

Number of Rooms: None

Number of RV Sites: 80 (full hookups)

Food Service: None

Operating Season: Year-round

Peak Season: May-September (5 months)

Peak Season Clientele: Tourists

Average Length of Stay: 2 nights

Other: Cable television hookups
Pull-through sites
Gravel, dirt surface roads, no pads
No rest rooms, showers, or laundry
Owned by bank for last 12 years. Bank Board of Directors governs the operation. Manager on-site.
Pay telephones on-site
Ski rentals available in winter months
Meeting room available on-site

Location: Wooded (tall pines), in-town location. Ruidoso is primarily a destination resort area.

Comparability: This facility is considered to be a good comparable for the concessioner's RV park facilities at Big Bend National Park.

RV
CAMPGROUNDS
ADJUSTMENTS TO COMPARABLES
EXTRA QUALITY FEATURES

Ruidoso, N.M.

Tall Pines RV Park

80 RV Sites (Full Hook-ups)

Features (Check if present)	CONCESSIONER	Comparables				
		TALL PINES RV PARK				
Facility Related						
Water Hook Up		X				
Electric Hook Up						
Free		X				
Extra Charge						
Extra Charge for Aid Cond. Only						
Showers						
Cold Water - Free						
Hot and Cold Water - Free						
Coin Operated						
Rest Room Service						
Pit Type Toilets						
Flush Type Toilets						
Cold Water						
Hot and Cold Water						
Rest Room-Construction						
Wood						
Interior - Rough Finish						
Interior - Finished Walls and Ceilings						
Showers - Common Area						
Showers - Partioned Stalls						
Heated						
Water						
At Individual Site		X				
Scattered Hydrants						
Central Only						
Dumping Station						
Free						
Extra charge						
Sewage Hook Up						
Free		X				
Extra charge						

- open year-round
- free cable TV hookup

Features (Check if Present) Facility Related	CONCESSIONER	COMPARABLES TALL PINES RV PARK				
Site Accessibility						
Rough or Gravel road		X				
Paved						
Pull-through for RVs and trailers		X				
Provisions for Handicapped						
Lighted Areas and Path						
Picnic Table at Site						
Fireplace/Grill At Site						
Site Seclusion						
Utmost						
Moderate						
Limited		X				
Trash Receptacles At Site						
Centralized		X				
Service Related						
Camper Store						
Food Service						
Gasoline Service Station						
24 Hour On Site Attendent		X				
Firewood Available						
Coin Laundry Available						
Ice Available						
Vending Machines		X				
Swimming Pools						
Tennis Courts						
Children's Playground						
Hiking						
Interpretation Program						
Entertainment Program						
~~Recreation~~ Room (Meeting Room)		X				

Other factors may be added as they are observed during the comparability review.

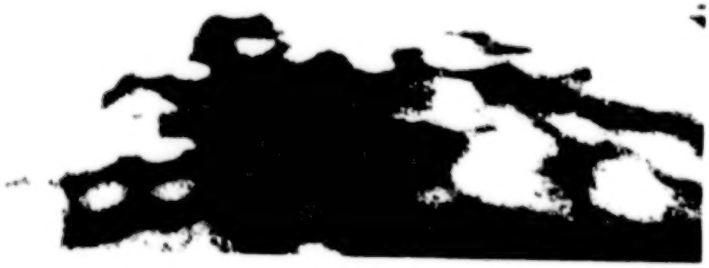
BLANK PAGE

FALL PH[illegible]

Entrance off main street in town

Registration/ office building

Meeting room on-site



BEST COPY AVAILABLE

BLANK PAGE

RV spaces (full hookups, no pads)

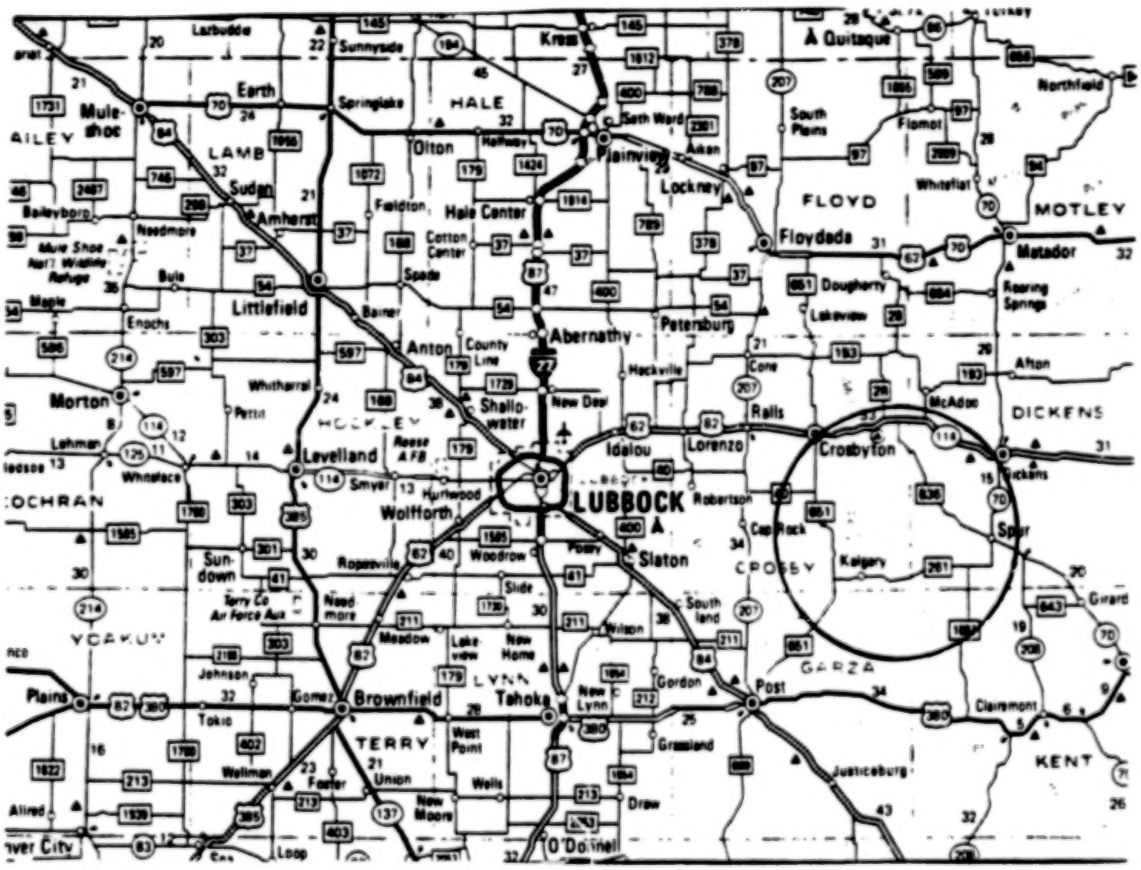
BEST COPY AVAILABLE

BLANK PAGE

WHITE RIVER LAKE, TEXAS

White River Lake is located in northwest Texas, 15 miles west of Spur, approximately 60 miles east of Lubbock, and 330 miles northeast of Big Bend's northeast entrance.

Construction of White River Lake by the cities of Crosbyton, Ralls, Post, and Spur was completed in 1963, primarily as a long-range and adequate water supply. The lake, opened to the public in 1965, has become one of the most popular recreational facilities in West Texas.



BEST COPY AVAILABLE

WHITE RIVER LAKE MARINA
(RV Sites)

Contact: Bill Joyner
HCR 2, Box 127, White River Lake
Spur, Texas 79370
Phone: (806) 263-4244

Number of Rooms: None

Number of RV Sites: 10 sites, water, septic and electricity hookups, RV dump station, gravel surface, and trash pick up

RV Site Rate: $10 per night (electricity metered-extra charge)

Food Service: Fast-food service located inside store (breakfast, lunch, dinner)

Operating Season: Year-round

Store: Convenience/marina store with self-service gasoline pumps (Gulf owns pumps and provides all maintenance-gas sold on consignment).
Regular - $1.07.9
Unleaded - 1.07.9

Age: 20 years

Construction: -

Peak Season: June-September (4 months)

Ratings: None

Peak-Season Clientele: Boaters and fishing parties

Average Length of Stay: 2 days

Major Credit Cards Accepted: ?

Other: Ten RV sites are located adjacent to the store (water, septic and trash provided, electricity metered). Forty-five trailer park spaces, 18 covered boat slips, gas dock, and dry storage sheds are also available; gasoline pumps; 90-slip sailboat harbor.

Location: Recreational lake location in western Texas.

Comparability: The RV sites are considered to be comparable to those provided by the concessioner at Big Bend.

WHITE RIVER LAKE

BEST COPY AVAILABLE

BLANK PAGE

WHITE RIVER LAKE MARINA

Convenience/marina store and fast-food service

RV sites

BEST COPY AVAILABLE

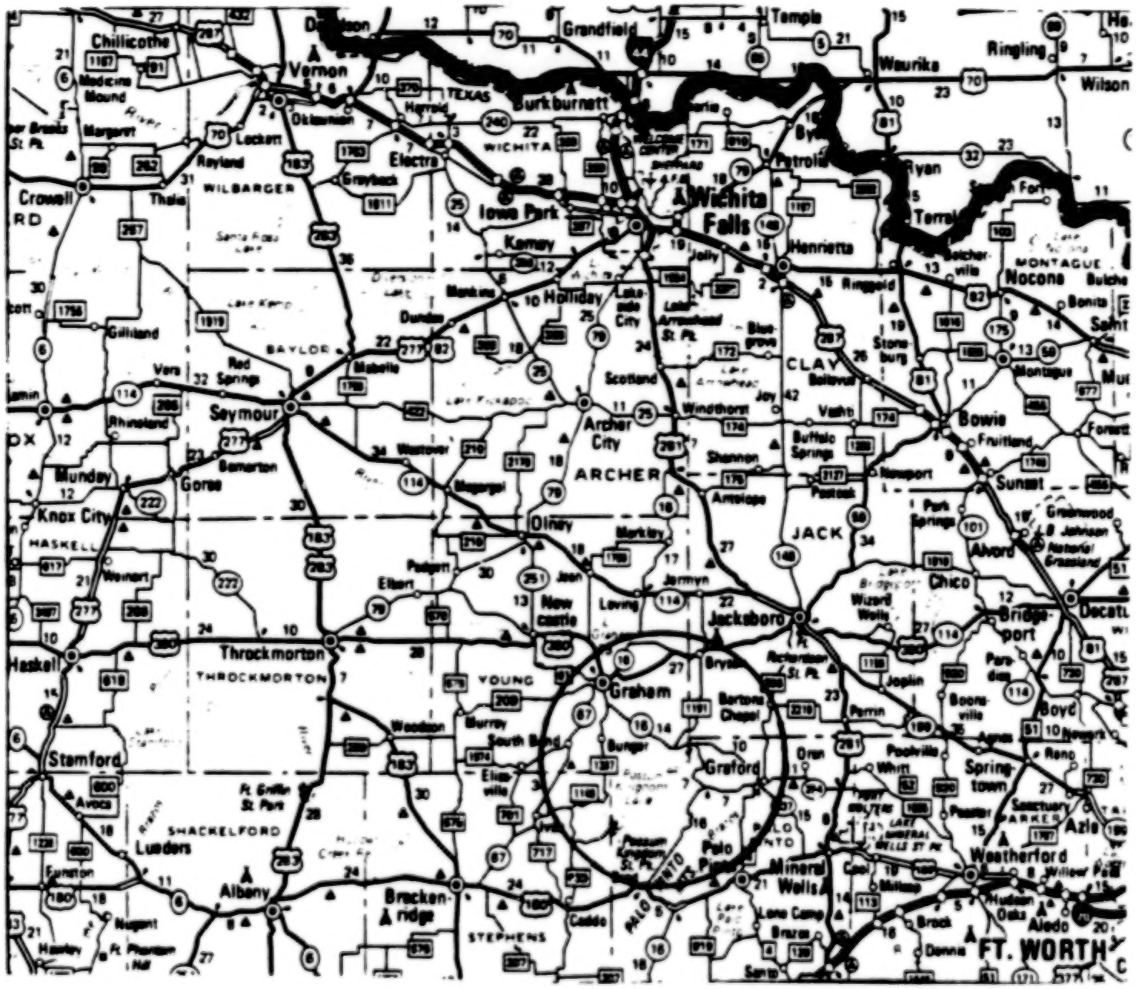
BLANK PAGE

GRAHAM, TEXAS

Graham is located in north central Texas approximately 55 miles northwest of Fort Worth and 550 miles northeast of Big Bend's northeast entrance.

Possum Kingdom Lake, 15 miles outside of Graham, is dotted with lakeside resorts and camps. The 17,700-acre reservoir is among Texas' most popular outdoor recreation destinations for swimmers, skin divers, boaters, and fishermen. The lake is surrounded by wooded areas which offer good hunting during season. Possum Kingdom State Park is located on the southwestern shoreline.

During this visit, the lake water level was down about 4-6 feet due to scheduled maintenance work on the dam.



BEST COPY AVAILABLE

GATEWAY INN MOTEL

Contact: Manager
1401 Highway 16 South
Graham, Texas 76046
Phone: (817) 549-0222

Number of Rooms: 87 (6 with kitchens)

Food Service: 50-seat, full-service restaurant

Operating Season: Year-round

Occupancy: Annual average 35-40%

Age: 20+ years

Construction: Wood-frame, two story

Peak Season: July-September and November (5 months)

Ratings: AAA - 2 diamond

Peak-Season Clientele: Tourists, families, hunters

Average Length of Stay: 2 nights

Major Credit Cards Accepted: Yes

Other: Private club on-site with full liquor service - separate operation. Coffee maker in rooms, guest laundry, outdoor swimming pool.

Rooms: Standard motel rooms, wallpaper and wood paneling throughout, ceramic tile in bathrooms, coffee makers, tv/radio combination, room service. Some furniture mismatched. No additional amenities.

Location: In-town location, approximately 15 miles from Possum Kingdom Lake. Graham is considered to be a gateway city to Graham Lake and Possum Kingdom Lake.

Comparability: This facility (rooms and food service) is considered to be a good comparable to the concessioner's facilities at Big Bend.

Gateway Inn Motel

LODGING COMPARABLES

SIMILAR SIZE: LESS THAN 75 ROOMS ____
75 TO 150 ROOMS 87 (6 units with kitchens)
OVER 150 ROOMS ____

IN-SEASON OCCUPANCY RATES: Av. Annual - 35-40%

BUILDING TYPE:
HIGH-RISE (3 OR MORE STORIES) ____
LOW-RISE (2 STORIES) X
SINGLE STORY ATTACHED ____
DETACHED ROOMS OR CABINS ____
TENTS ____

SEASONALITY (75% OF BUSINESS): Jul - Sep + Nov (5 mos.)

COMPETITION (MILES & #):
other motels in area (closest: Plantation Inn, 3 Blks away) (2+)

SIMILAR SETTING OF AREA: Graham is the gateway city to Possum Kingdom Lake and Lake Graham.

SIMILARITY OF CLIENTELE (AVERAGE LENGTH OF STAY): 2 nights
(TOURIST, CONVENTION, FAMILIES, ETC.):

Tourists, families & hunters

Summer - lots of reunions & weddings
Fall - hunting season

SIMILAR AGE OF FACILITY: 20+ yrs.

CONSTRUCTION TYPE: MASONRY/STEEL EXTERIOR FINISHED INTERIOR ____
" " UNFINISHED INTERIOR ____
FRAME/WOOD X
CANVAS ____

REMOTENESS (DISTANCE FROM SUPPLIERS: Fort Worth - 55 miles

AFFILIATION (NAT'L, REGIONAL, NON-AFFILIATED) none

NUMBER OF EMPLOYEES: 20 > entire complex

HOUSING OF EMPLOYEES: none

RATINGS OF OTHER ORGANIZATIONS: AAA - 2 diamond

Rates:

1 Person - $40.00
2 Person/1 Bed - 46.00
2 Person/2 Beds - 48.00

Extra Person - 4.00
Cribs - 4.00
Rollaway - 8.00

BEST COPY AVAILABLE

LODGING FACILITIES

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is item is present)	Concessioner	Gateway Inn Comparable	Comparable	Comparable	Comparable
Facility Related					
Television					
- color/no charge		X			
- BW/no charge					
- movies via TV/no charge (Cable) (radios)		X			
- extra charge					
Telephone					
- direct dial		X			
- switchboard operated					
Swimming Pool					
- indoor					
- outdoor/heated					
- outdoor/not heated		X			
- pool deck/patio area		X			
Retail Facilities					
- gifts/souvenirs					
- personal needs/drugs		X			
- outdoor equipment (i.e., camping, fishing, etc.)					
- other (i.e., groceries, sundries, etc.)					
Restaurant/Bar Facilities					
- cafeteria					
- full-service dining room		X			
- fast-food					
- bar (Private Club - guests are admitted free)					
Rooms (Separate Operation)					
- temperature control		X			
- shower or bath in each		X			
- suites (Connecting rooms)					
- rooms adapted for handicapped					
- conference or meeting rooms (1 for 25 People)		X			
- rooms with kitchens (6 - no utensils)		X			
Vending					
- in-room					
- common area		X			

BEST COPY AVAILABLE

	Concessioner	Gateway Inn Comparable	Comparable	Comparable	Comparable
Fireplaces					
- in common areas					
- in rooms					
Designated Bus/Camper Parking		X			
Children Play Area					
Recreation Room					
Marina					
Beach					
Tennis Courts					
Golf Privileges					
Convenience/Comfort Related					
Air Conditioned Guest Rooms		X			
Wall-to-Wall Carpets in Rooms		X			
Grade A Furniture					
Special Bed Equipment (i.e., magic fingers, bedside lighting controls, etc.)					
Service Related					
Baggage (Bell Hop) (employee will assist upon request)					
Valet Parking					
Room Service		X			
Entertainment					
Medical Assistant/RN on Duty (1 Block away)					
Audio Visual/Movies					
Make Other Reservations					
Have Rental Cars Available					
Major Credit Cards Accepted		X			
Registration Office Open 24 Hours		X			

More features may be added as they are observed during the comparability review, i.e., free ice, king size beds, and so on.

- guest laundry, coin operated
- Coffee maker in rooms
- wallpaper + wood paneling throughout rooms
- some in-room furniture is mis-matched
- plastic glasses

BEST COPY AVAILABLE

FOOD COMPARABLES

FOOD SERVICE TYPE: FAST FOOD
- STAND-UP ___
- SIT-DOWN X
- CARRY-OUT X
- PAPER SER ___
- TABLE SER X

COFFEE SHOP ___
BUFFET occasionally
CAFETERIA ___
INFORMAL D.R. X
FORMAL D.R. ___

SIMILAR SALES MIX (ALCOHOL TO FOOD): Private Club - Separate Operation

SIMILAR NUMBER OF SEATS: 50

SIMILAR MENU:
- FAST FOOD
- SANDWICHES X
- FAMILY STYLE
- ETHNIC X mexican dishes
- LIMITED
- SPECIALTY ITEMS
- STANDARD OFFERINGS X

Friday nights - fish specials

SIMILAR NUMBER OF MEALS:
- BREAKFAST X
- LUNCH X
- DINNER X

Open 6AM-10PM Daily

COMPETITION: 2+ in town

PROXIMITY OF SUPPLIERS: 55 Miles - Ft. Worth

SEASONALITY (75% OF BUSINESS): Same as motel - some local traffic

NUMBER OF EMPLOYEES: 8

GET A MENU: attached

FOOD SERVICE

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is present)		COMPARABLES			
	Concessioner	Gateway Inn			
Facility Related					
Carpeting		X			
Booths					
Counter Seats					
Provisions for the Handicapped		X			
Comfort Related					
Smoking/Non-Smoking Areas					
Air Conditioning		X			
Recorded Music					
Live Entertainment/Stage					
Service Related					
Flowers or Plants on Tables (Special Occasions)					
Take-out Service Available		X			
Liquor License Held					
- Wine and Beer (Private Club on Site)					
- Spirits					
Caters to Tour Groups and Organizations		X			
Major Credit Cards Accepted		X			
Linen Tablecloths (Dinner)					
Glass vs. Paper Cups or Plastic Cups		X			
Stainless or Silverplated Tablesetting vs. Plastic		X			

More features may be added as they are observed during the comparability review, i.e., toothpicks, mints, wetnaps, and so on.

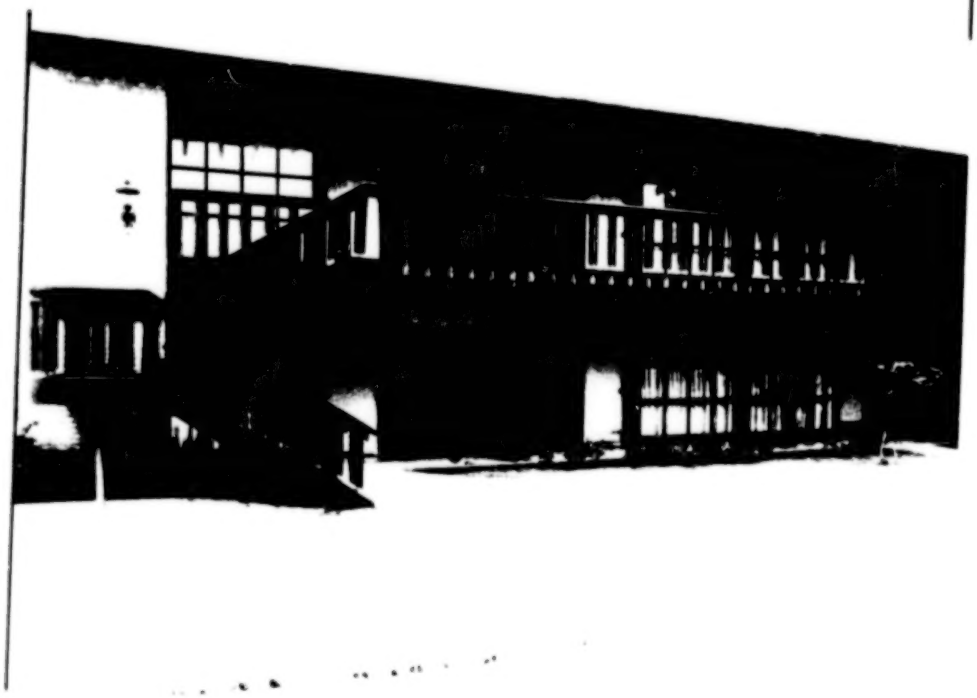
BEST COPY AVAILABLE

BLANK PAGE

GATEWAY INN MOTEL

View of entire complex

Outdoor swimming pool area



Rooms

BEST COPY AVAILABLE

BLANK PAGE

Typical room

BLANK PAGE

Restaurant

BEST COPY AVAILABLE

BLANK PAGE

ONION RINGS
Hand Breaded and
Fried Golden Brown
$2.40

CHEESE NACHOS
Two Cheeses and
Jalepeños
$3.25

TOSTADOS AND
HOT SAUCE

Plenty of Cheese
and Sa

CHOS
Beef

FRIED CHE

RIB EYE

FILET

CHICKEN FRIED ST

CHICKEN STRIPS

CHOPPED BEEF ST

HONEY WINE CHIC

CATFISH

DEEP FRIED SHRIMP

FAJITAS

FAJITAS Beef or Chicken,

FAJITAS FOR TWO Beef, Chicken, or

HARD SHELL TACOS

SOFT TACOS

HOMEMADE PIE Ask About

CLUB

Drinks Served Daily in the

MEMBERS ONLY

BEST COPY AVAILABLE

BURGERS

All Burgers Served on a Homemade Bun

OLD FASHIONED: Mustard, Lettuce, Tomato, Pickle, and Onion

Regular ..... $2.45 Jumbo $2.95

OLD FASHIONED WITH CHEESE an Old Fashioned Hamburger [illegible] With Cheese

Jumbo ..... [illegible]

BACON BURGER an Old Fashioned Hamburger [illegible]

CHILI CHEESE BURGER an Old Fashioned [illegible]

CHICKEN BURGER [illegible]

[illegible]

All Sa[illegible]

CLUB SANDWICH [illegible]

HAM AND CHEESE [illegible]

B.L.T. a Great [illegible] [illegible]

CHICKEN SALAD SA[illegible]

SALADS

TACO SALAD All the Makings of a Great Taco, Served in a Tortilla Bowl $3.95

CHEF'S SALAD Crispy Lettuce with Ham, Bacon, Boiled Egg, and Tomatoes $3.95

TOSSED SALAD Fresh Lettuce, Sliced Onion, Crispy Cucumber, and Tomatoes $1.50

CHICKEN SALAD Fresh Made Chicken Salad on Lettuce with Tomatoes ..... [illegible]

STUFFED BAKED POTA[illegible]

[illegible] Fixed

RED CHILI a Texas Favorite $2.90

HOMEMADE STEW Just Like Mother's $2.75

ORDERS TO GO

All Items On The Menu Are Available For Take Out

BEST COPY AVAILABLE

Good Morning

BREAKFAST TACO Scrambled Eggs Folded in Soft Flour Tortillas 3 Add Bacon Ham Sausage or Potatoes
TWO EGGS Any Style with Bacon or Sausage with Ham
ONE EGG Any Style with Bacon or Sausage with Ham
SIDE ORDER OF HAM BACON or SAUSAGE
Your Choice in Biscuits or Toast
BISCUITS & GRAVY

Burgers

All Burgers on Homemade Whole Wheat Buns with Prime Beef
All Served with Mustard Lettuce Tomato Onions and Pickles
OIL PATCH No Frills Hamburger with Cheese
OLDTIMER Oil Patch with Chili
HOT OIL SPECIAL Burger with Jalapeno and Cheese
DRILL BIT Burger with Bacon
GUSHER Burger with Chili Cheese and Bacon
OUTSIDER Chicken Fried Steak with Mayonnaise Lettuce Tomato and Pickle
HOMESTYLE FRIED POTATOES Half Order
ONION RINGS

WILDCATTER 12 oz Rib Eye
PROSPECTOR 8 oz Filet
Charcoal Grilled to Suit Your Taste
Served with French Fries or Baked Potato and Salad

OILFIELD SPECIAL
A Real Old Fashioned Chicken Fried Steak with Cream Gravy French Fries or Baked Potato and Salad

PROMOTER
Breast of Chicken Strips with Cream Gravy French Fries or Baked Potato and Salad

Hot Cakes & Waffles

WAFFLE with Ham Bacon or Sausage
STACK Three with Ham Bacon or Sausage
HOT CAKE & ONE ROLL Any Style with Ham Bacon or Sausage

BREAKFAST SERVED ANYTIME

Sandwiches

Sandwiches Served with Potato Chips
CLUB SANDWICH
HAM & CHEESE
BACON LETTUCE & TOMATO
GRILLED CHEESE

Omelettes

THREE COUNTRY EGGS
THREE COUNTRY EGGS with Cheese
COUNTRY FRESH EGGS with Ham and Cheese
THREE COUNTRY FRESH EGGS with Chili
OUR OWN SOUTH OF THE BORDER SAUCE

TOOL PUSHER
Hamburger Steak Served with Grilled Onions and Salad

SEAFOOD

FRIED FISH
Hush Puppies French Fries and Salad

FRIED JUMBO SHRIMP
French Fries and Salad

Gateway Inn
CLUB

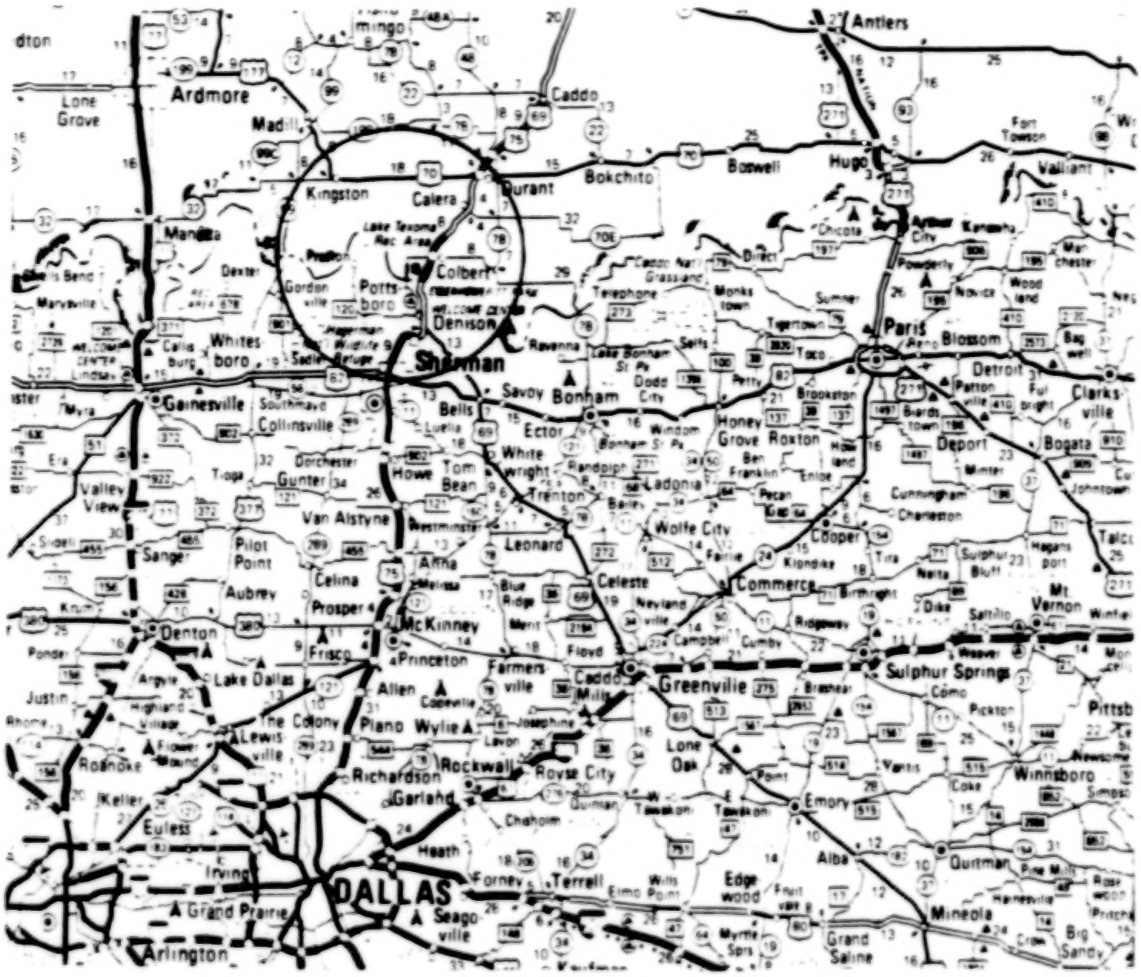
Graham's "Favorite"
Watering Hole Since 1978
Open Daily For Lunch
Cocktails Monday Thru Saturday
11:30 a.m. till Midnight
Located Adjacent to Restaurant
549-0222

BEST COPY AVAILABLE

LAKE TEXOMA, TEXAS/OKLAHOMA

Lake Texoma is located on the north central border of Texas (and into the state of Oklahoma) approximately 10 miles northwest of Denison, Texas, and 620 miles northeast of Big Bend National Park's northeast entrance.

Lake Texoma is a hugh reservoir which spreads over 89,000 acres of Texas and Oklahoma due to the impoundment of the Red River. The 580-mile shoreline includes numerous scenic coves and inlets. The lake is one of the most popular Corps of Engineers lakes in the nation, with more than 9 million visitors annually. Facilities include 57 campgrounds, scores of trailer parks, 110 picnic areas, marinas, and over 80 boat ramps, luxury resorts, cabins, and rustic cottage accommodations on both the Texas and Oklahoma shores. The lake is popular for all types of boating activities (10,000 boats are registered on Texoma and thousands more are trailered in). Fishing is touted to be some of the best in the nation.



BEST COPY AVAILABLE

CUMBERLAND COVE RESORT

Contact: Bill and Suanne Wilson, Owner/Manager
Route 2, Box 307 (Lake Texoma)
Madill, Oklahoma 73446
Phone: (405) 795-3952

Number of Rooms: Sixteen unit log cabin motel
four cottages (with kitchenettes)

Food Service: 30-seat restaurant

Operating Season: Year-round

Occupancy: Peak 100% (weekends)
30-40% (weekdays)

Age: 20+ years (restaurant and store)
50 years (cabins)
12 years (motel)

Construction: Wood frame and log (motel), one story

Peak Season: May-September (5 months)
Off-season: October-December)

Ratings: None

Peak-Season Clientele: Tourists - 95% (tourists, hunters, campers, reunions)
Locals - 5%

Average Length of Stay: 2 nights

Major Credit Cards Accepted: ?

Other: One meeting room/recreation hall, store and Apco gas pumps, enclosed/heated fishing barge, fishing gear, 48 boat slips and gas dock, dry boat storage, swimming area, airstrip, boat launch ramp, tent camping area, 25 RV sites with partial and full hookups, public rest rooms, RV dump station, picnic tables, gravel surfaced pads.

Rooms: Rustic, log cabin motel rooms have either one or two beds, air-conditioning, very sparce and rustic furnishings. No upgrade amenities.

Location: Located on the water at a destination resort area (Lake Texoma).

Comparability: The motel overnight lodging facilities are not considered to be comparable to the concession-provided facilities at Big Bend, based on their log construction, rustic interiors, and sparse furnishings.

The RV sites are considered to be comparable to the concession-provided facilities at Big Bend.

Cumberland Cove Resort

LODGING COMPARABLES

SIMILAR SIZE: LESS THAN 75 ROOMS 16 Unit Log Cabin Motel
75 TO 150 ROOMS ____ 4 Cottages with Kitchenettes
OVER 150 ROOMS ____

IN-SEASON OCCUPANCY RATES: 100% weekends
30-40% weekdays

BUILDING TYPE:
HIGH-RISE (3 OR MORE STORIES) ____
LOW-RISE (2 STORIES) ____
SINGLE STORY ATTACHED X Log Cabin Motel
DETACHED ROOMS OR CABINS X Cottages
TENTS ____

SEASONALITY (75% OF BUSINESS): May-Sep (5 mos.)

COMPETITION (MILES & #):

Numerous other similar facilities on Lake Texoma

SIMILAR SETTING OF AREA: Located on the water at a popular recreational resort area.

SIMILARITY OF CLIENTELE (AVERAGE LENGTH OF STAY): 2 nights
(TOURIST, CONVENTION, FAMILIES, ETC.):

Tourists - 95%
Locals - 5%

Tourists = hunters, tourists/vacationers, campers + family reunions

SIMILAR AGE OF FACILITY: motel - 12 yrs.
Cottages - 50 yrs. Store/Restaurant - 20+ yrs.

CONSTRUCTION TYPE: MASONRY/STEEL EXTERIOR FINISHED INTERIOR ____
" " UNFINISHED INTERIOR ____
FRAME/WOOD X (Motel-Logs)
CANVAS ____

REMOTENESS (DISTANCE FROM SUPPLIERS: Durant, OK - 26 Miles
Sherman, TX - 45 Miles

AFFILIATION (NAT'L, REGIONAL, NON-AFFILIATED) None

NUMBER OF EMPLOYEES:

HOUSING OF EMPLOYEES: 2 Permanent (owners) } Peak Season Av. = 5-6)
(owners only) 2 Part-Time

RATINGS OF OTHER ORGANIZATIONS: None

- Rates are regulated by competition (owner's stmt.).

- The cottages were not reviewed as they were not considered to be comparable with the older stone cottages at the park.

- Corps of Engineers maintains all major roads in area, courtesy pier dock, dry toilets in campground area (not RV Park)

BEST COPY AVAILABLE

LODGING FACILITIES

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is item is present)	Concessioner	Cumberland Comparable Cove	Comparable	Comparable	Comparable
Facility Related					
Television					
- color/no charge					
- BW/no charge					
- movies via TV/no charge					
- extra charge					
Telephone Pay telephone on-site					
- direct dial					
- switchboard operated					
Swimming Pool					
- indoor					
- outdoor/heated					
- outdoor/not heated					
- pool deck/patio area					
Retail Facilities					
- gifts/souvenirs					
- personal needs/drugs					
- outdoor equipment (i.e., camping, fishing, etc.)					
- other (i.e., groceries, sundries, etc.)					
Restaurant/Bar Facilities					
- cafeteria					
- full-service dining room (Small & rustic)		X			
- fast-food					
- bar					
Rooms					
- temperature control		X			
- shower or bath in each		X			
- suites					
- rooms adapted for handicapped					
- conference or meeting rooms (1 - up to 100 People)		X			
- rooms with kitchens (Cottages only)		X			
Vending					
- in-room					
- common area					

- plastic glasses
- smoke detectors

BEST COPY AVAILABLE

	Concessioner	Cumberland Comparable Pool	Comparable	Comparable	Comparable
Fireplaces					
- in common areas					
- in rooms					
Designated Bus/Camper Parking					
Children Play Area		X			
Recreation Room		X			
Marina		X			
Beach		X			
Tennis Courts					
Golf Privileges					
Convenience/Comfort Related					
Air Conditioned Guest Rooms		X			
Wall-to-Wall Carpets in Rooms		X			
Grade A Furniture					
Special Bed Equipment (i.e., magic fingers, bedside lighting controls, etc.)					
Service Related					
Baggage (Bell Hop)					
Valet Parking					
Room Service					
Entertainment					
Medical Assistant/RN on Duty					
Audio Visual/Movies					
Make Other Reservations					
Have Rental Cars Available					
Major Credit Cards Accepted		?			
Registration Office Open 24 Hours					

More features may be added as they are observed during the comparability review, i.e., free ice, king size beds, and so on.

FOOD SERVICE

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is present)		COMPARABLES			
	Concessions	Cumberland Cove			
Facility Related					
Carpeting					
Booths					
Counter Seats		X			
Provisions for the Handicapped					
Comfort Related					
Smoking/Non-Smoking Areas					
Air Conditioning		X			
Recorded Music					
Live Entertainment/Stage					
Service Related					
Flowers or Plants on Tables					
Take-out Service Available		X			
Liquor License Held					
- Wine and Beer		X			
- Spirits					
Caters to Tour Groups and Organizations		X			
Major Credit Cards Accepted		?			
Linen Tablecloths (Dinner)					
Glass vs. Paper Cups or Plastic Cups		X			
Stainless or Silverplated Tablesetting vs. Plastic		X			

More features may be added as they are observed during the comparability review, i.e., toothpicks, mints, wetnaps, and so on.

FOOD COMPARABLES

FOOD SERVICE TYPE: FAST FOOD

STAND-UP	
SIT-DOWN	X
CARRY-OUT	X
PAPER SER	X
TABLE SER	X
COFFEE SHOP	
BUFFET	
CAFETERIA	
INFORMAL D.R.	X
FORMAL D.R.	

SIMILAR SALES MIX (ALCOHOL TO FOOD): ? (Beer only)

SIMILAR NUMBER OF SEATS: (+-) 30

SIMILAR MENU:

FAST FOOD	X
SANDWICHES	X
FAMILY STYLE	
ETHNIC	
LIMITED	
SPECIALTY ITEMS	
STANDARD OFFERINGS	X

SIMILAR NUMBER OF MEALS:

BREAKFAST	X	7A - 8P (Sun - Thur)
LUNCH	X	7A - 10P (Fri - Sat)
DINNER	X	

COMPETITION: Numerous restaurants on lake

PROXIMITY OF SUPPLIERS: Same as motel

SEASONALITY (75% OF BUSINESS): Same as motel

NUMBER OF EMPLOYEES: Same at motel

GET A MENU : Attached

BEST COPY AVAILABLE

CUMBERLAND COVE RESORT

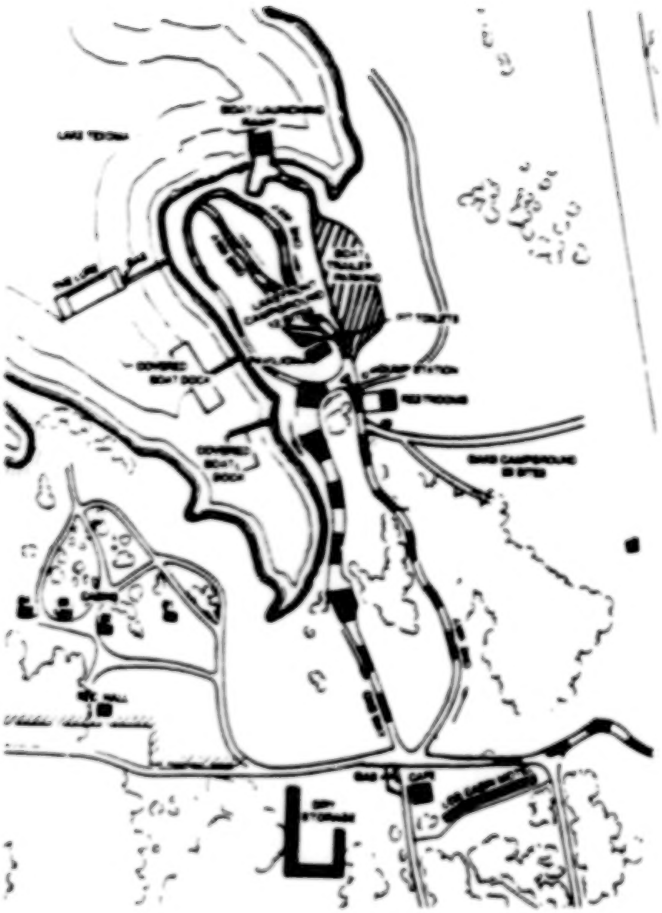
Marina and fishing barge

Inside fishing barge

RV sites

BEST COPY AVAILABLE

BLANK PAGE

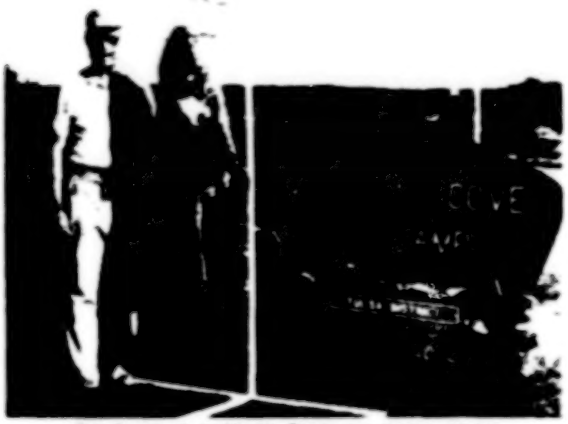


CAMP RULES

1. Only one vehicle per campsite.
2. Fires in fire rings only.
3. No power bikes or off road vehicles.
4. All pets on leash at all times (must not be left unattended).
5. Quiet hours between 11 PM and 7 AM.
6. Parents are responsible for their childrens' safety and behavior at all times.
7. Boat trailers only in designated area.
8. Please use the trash containers - our pride is a clean campground.
9. Advance registration accepted in office or by mail.

"MOBY DAN"

The New 118½# National, State & Lake Texoma Record On Display at The Cove (Fall 1988)



Dan Grider, from Madill, Oklahoma, poses with his National Record Blue Cat caught on a jugline with a 4" perch bait.

WEIGHT—118½# / LENGTH—57" / GIRTH—41½" / MOUTH—9"
BETWEEN EYES—10" / TAIL WIDTH—14" / WHISKER WIDTH—18"

BEST COPY AVAILABLE

FACILITIES 1989

LODGING

Cabins **$50/Night**
Motel **$26-30/Night***
Recreation Hall **$100/Day**

OFF SEASON RATES AVAILABLE
*October 1st-March 31st---**$21/25/Night**

CAMPING

The Oaks or Lake Front **$8.00/Night****
With Hook-Ups

**Sr. Citizen Rates
During Off Season **$6/Night**
October 1st-March 31st
Tent Camping **$4/Night**

DAY USE/PICNIC AREA & BOAT LAUNCH ..... NO CHARGE

"THE LURE"

Fishing Pier & Indoor Arena **$2/Day**

CAMPING

Reservations are advised for specific camp spaces & a must for holidays.

THE OAKS

Twenty campsites close to the water with picnic tables, fire rings, and full hook-ups (sewer, electric, and water).

THE LAKEFRONT

Twelve sites with picnic tables, fire rings, and partial hook-ups (electric and water).

A security gate at the campground entrance is closed from 10 pm until 7 am and can remain closed for private parties.

TENT CAMPING

Group campsites are available. Stop by the cafe for additional information or call in advance.

FACILITIES:
In addition to the campsites, we also offer public washrooms, pit toilets, dump station, a free boat launching ramp, and boat trailer parking. A covered pavilion is also available by reservation at no charge.

RATES:
The Oaks ..... **$8 / night**
(full hook-ups)
The Lakefront ..... **$8 / night**
(partial hook-ups)
Tent camping ..... **$4 / night**

OFF-SEASON:
Senior Citizen Rate ..... **$6 / night**
(October 1st thru March 31st)

"THE LURE"

"Heated in the Winter & Cooled in the Summer"

"THE LURE" FISHING BARGE

The newest and nicest fishing facility on Lake Texoma, featuring inside and outside fishing in the sun or in the shade, this facility includes:

- Bait - Fresh & Frozen
- Fish Cleaning Facility w/electric knives & bags
- Fish Storage (Freezers)
- Tackle
- Tackle Rental
- Boat & Trailer Repair (On Call)
- Fishing & Hunting Licenses
- Ice
- Gas & Oil
- Snack Bar
- Cold Drinks & Beer
- Rest Room Facilities
- Cafe Food Delivered

Fishing Fee: $2.00/person 12 or over per day
Children Under 12 MUST wear life jackets & be accompanied by an adult (over 21)
Life Jackets may be rented for $1.00 / visit.

RECREATIONAL RENTALS

All rentals are handled from "The Lure".

Aluminum Fishing Boats: 14 ft. and 16 ft.
Pontoon Boat: 28 ft.
Pedal Boats: rented by the hour for use inside the breakwater area
Inner Tubes, Water Skis & Knee Boards: rented by the hour

BOAT STALLS & STORAGE

BOAT STALLS

Covered boat stalls are leased by the year. Rates include electricity and security gate. Stalls vary in size.

Space is also available for tie-ups of up to 52 ft. in length for short-term visits.

Gasoline for annual stall leases is dispensed at a private pump for street prices.

A public boat ramp is open around the clock for your use at no charge.

DRY STORAGE FACILITIES

48 enclosed lockable storage units are available for rent by the year or quarterly. The dry stalls are ideal for storing your boat or camper.

RATES:
$165 / year $45/qtr.

OUTSIDE STORAGE FACILITIES

A large area is available to store your R.V. or boat outside by the month.

RATE:
$7.50 / month

LODGING / RECREATION HALL

Cabins & rooms will be held until 72 hours prior to reservation without deposit.

LOG CABIN MOTEL

A sixteen-unit log cabin motel with one or two bed option is available. All units are air conditioned and heated, and have a beautiful view of the lake. The motel is within a short walking distance to the cafe and lake shore.

RATES:
April 1st thru September 30th
$26.00 / $30.00 / night
October 1st thru March 30th
$21.00 / $25.00 / night

CABINS

Two air conditioned and heated cabins with fireplaces sleep up to 6 people.

Two air conditioned and heated cabins sleep up to 10 people.

All housekeeping cabins are furnished with linens, pots, pans, dishes, etc. A picnic table and fire ring are also provided for your enjoyment.

A large grassy area is adjacent to the cabins for children to play.

RATES:
$50.00 / night - year round
April 1st thru September 30th
2 nights required on all reservations / 1 night stays as available.

RECREATION HALL

We offer a large meeting and dining facility that is air conditioned and heated for year round use. It has plenty of room to accommodate 100 or more people at your family reunion or party. The hall is equipped with tables, chairs, refrigerator, stove, dishes, silverware, pots and pans. It is adjacent to a large grassy area that is excellent for games and outdoor dances.

RATES:
From 8:00 am - 2:00 am **$100.00**
(NO OVERNIGHT GUESTS PLEASE)

Half-day rates are also available for your convenience.

GUIDE SERVICE

We offer a variety of package deals including fishing, food and lodging. Day or night trips for one or two people or large parties may be booked at the Cafe.

Guide trips for stripers, black bass, catfish and crappie are available.

Prices will vary on your needs and the number in your party.

1988

The Cove — OPEN YEAR ROUND — (4

COFFEE

Regular	Self-Serve/Coffee Kitty
Decaffinated	$ .50

ONE EGG

With Ham, Bacon or Sausage
Hash Browns, and Toast $2.75

TWO EGGS

With Ham, Bacon or Sausage
Hash Browns, and Toast $3.00

OMELETTES (Two Eggs)

Cheese	$3.00
Cheese and Meat	$3.50

With Peppers and Onions — Add $.25

OILFIELD SPECIALS

#1 Three Eggs, ½ Lb. Hamburger Patty, Hash Browns and Toast	$4.75
#2 Two Eggs, Ham Steak, Hash Browns and Toast	$5.50

BISCUITS & GRAVY $1.75

With Sausage $3.00

FRENCH TOAST & MEAT $3.25

HOT CAKES

1 Cake	$1.25
With Ham, Bacon, or Sausage	$2.75
2 Cakes	$2.00
With Ham, Bacon, or Sausage	$3.00
3 Cakes	$3.00
With Ham, Bacon, or Sausage	$4.00

A LA CARTE

One Egg	$ .60
Two Eggs	$1.00
Hash Browns	$ .75
Ham, Bacon, or Sausage	$1.75
Toast	$ .50
3 Fried Biscuits	$ .75
Cereals	$ .75
Gravy	$ .50

BURGERS

½ Lb. Hamburger	$2.70
½ Lb. Cheeseburger	$2.85
¼ Lb. Hamburger	$1.95
¼ Lb. Cheeseburger	$2.10

(With Chili — Add $.55)

SANDWICHES

Chicken Breast Sandwich		$2.55
Bar-B-Que Sandwich	$1.95	$2.70
Chicken Fried Steak Sandwich		$2.45
Bacon, Lettuce, Tomato Sandwich		$2.25
Grilled Cheese Sandwich		$1.25
Grilled Ham and Cheese Sandwich		$2.25
Corn Dog		$1.25
Fish Sandwich		$2.00

Sandwiches Served with Potato Chips & Pickles

BASKETS

Chicken Plank	$3.75
Shrimp	$3.95
Steak Finger	$3.75
Chicken Chunks	$3.75

Baskets Served with Fries & Fried Biscuits
(Potato Salad instead of Fries — Add $.25)

PLATE LUNCHES

Hot Steak Sandwich	$4.75
Bar-B-Que Beef	$4.75
Hamburger Steak	$4.75

Above Plate Lunches Served with Fries, or Mashed Potatoes & Salad
(Baked Potato instead of Fries — Add $.25)

Lo-Cal Plate — ½ Hamburger Patty $4.75
Served with Cottage Cheese, Lettuce & Fruit

Chili	$2.50

DINNERS

WEEK-END SPECIALS
ASK YOUR WAITRESS

Catfish Dinner	$6.95
Fried Chicken	$5.25
Fried Liver & Onions with Bacon	$5.00
Ham Steak (12 oz.)	$5.95

Above Served with Salad, Potato, & Fried Biscuits

SIDE ORDERS

Home Made Fries		$ .75
Home Made Onion Rings	$1.25	
Small Salad	$1.00	
Chef Salad	$2.50	
Baked Potato	$1.25	
Potato Salad	$1.00	

DESSERTS

Ask Your Waitress For Daily Specials

All Occasion Cakes Made To Order
Birthdays-Weddings-Anniversary's

ICE CREAM

Cones	$ .55
Dish	$ .65
Cup To Go Small	$ .75
Cup To Go Large	$1.00
Sundae with Whipped Cream & Nuts	$1.25
Shakes	$1.25
Brownie Delight	$1.75

BEVERAGES

Hot Chocolate		$ .50
Orange Juice	$ .50	$ .75
Grape Fruit Juice	$ .50	$ .75
Tomato Juice	$ .50	$ .75
Milk	$ .50	$ .75
Tea (Hot or Cold)		$ .50
Beer		$ .96

143

143

GRANDPAPPY POINT MARINA

Contact: Arnold and Marsha Perkins
Route 2, Box 66-P, Lake Texoma
Denison, Texas 75020
Phone: (214) 465-6330

Number of Rooms: Eight newly constructed cottages (two bedroom, with kitchenettes)

Food Service: Full-service restaurant and club lounge

Operating Season: Year-round

Occupancy: Unknown - newly constructed

Age: New construction (6 months ?)

Construction: Wood-frame

Peak Season: May-September (4 months)

Ratings: None

Peak-Season Clientele: Tourists (50% families and 50% seniors and fishermen)

Average Length of Stay: 2-3 days

Major Credit Cards Accepted: ?

Other: Ships store, 362 sailboat slips, marina, gas dock, 488 powerboat slips, dry boat storage, sailboat parts, gift shop, guest laundry, marine repairs. RV park, pads, full hookups, dumpsters, shower, laundry, store.

Rooms: Newly constructed two-bedroom duplex cottages with kitchens, ceiling fans, custom-made oak furniture, coffee makers, marble vanity, smoke detectors, numerous upgrades throughout units.

Location: Located near the water at Lake Texoma, a destination resort area.

Comparability: These cottages are not considered to be comparable with the overnight facilities provided by the concessioner at Big Bend based primarily on the large size of the units (two bedrooms, living room/dining room, alcove kitchen) and the numerous upgrades and amenities throughout the facilities which are not provided by the concessioner.

The RV sites are considered to be comparable to the concession-provided facilities at Big Bend.

Granbury Point Marina

LODGING COMPARABLES

SIMILAR SIZE: LESS THAN 75 ROOMS 8 Cottages (2 BDRM with Kitchens)
75 TO 150 ROOMS ____
OVER 150 ROOMS ____

IN-SEASON OCCUPANCY RATES: Unknown - New facility

BUILDING TYPE:
HIGH-RISE (3 OR MORE STORIES) ____
LOW-RISE (2 STORIES) ____
SINGLE STORY ATTACHED X Duplexes
DETACHED ROOMS OR CABINS ____
TENTS ____

SEASONALITY (75% OF BUSINESS): May - Sep (4 Mos.)

COMPETITION (MILES & #):

Numerous other resort facilities on Texoma Lake

SIMILAR SETTING OF AREA:

Destination resort area located on the water

SIMILARITY OF CLIENTELE (AVERAGE LENGTH OF STAY)
(TOURIST, CONVENTION, FAMILIES, ETC.):

Tourists } 50% Families
} 50% Seniors & Fishermen

SIMILAR AGE OF FACILITY: New construction (6 mos.?)

CONSTRUCTION TYPE: MASONRY/STEEL EXTERIOR FINISHED INTERIOR ____
" " UNFINISHED INTERIOR ____
FRAME/WOOD X
CANVAS ____

REMOTENESS (DISTANCE FROM SUPPLIERS: Sherman, TX - 30 miles

AFFILIATION (NAT'L, REGIONAL, NON-AFFILIATED) none

NUMBER OF EMPLOYEES: (50% Employee Turnover Annually)

HOUSING OF EMPLOYEES: 2 Full-Time
None + 5 Full-Time For all grounds work (entire complex)

RATINGS OF OTHER ORGANIZATIONS: None

- RV Park, full hook-ups*, showers*, laundromat, playground, restroom - adjacent to cottages. (wash-75¢/Dry-75¢) (* provided with site fees).

- Full-Service Marina - 488 Power Boat Slips, 362 Sailboat Slips, Ships Store, gas dock, dry boat storage, sailboat parts, gift shop, marine repairs.

BEST COPY AVAILABLE

LODGING FACILITIES

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is item is present)	Concessioner	Grandpappy Comparable Point Marina	Comparable	Comparable	Comparable
Facility Related					
Television					
- color/no charge		X			
- BW/no charge					
- movies via TV/no charge					
- extra charge					
Telephone					
- direct dial Pay telephones by store					
- switchboard operated					
Swimming Pool					
- indoor					
- outdoor/heated					
- outdoor/not heated					
- pool deck/patio area					
Retail Facilities					
- gifts/souvenirs		X			
- personal needs/drugs		X			
- outdoor equipment (i.e., camping, fishing, etc.)		X			
- other (i.e., groceries, sundries, etc.)		X			
Restaurant/Bar Facilities					
- cafeteria					
- full-service dining room		X			
- fast-food					
- bar (Club at Restaurant)		X			
Rooms					
- temperature control		X			
- shower or bath in each		X			
- suites					
- rooms adapted for handicapped					
- conference or meeting rooms					
- rooms with kitchens (all Cottages)		X			
Vending					
- in-room					
- common area					

- Construction cost for RV Sites - $2300-2400 per site.
- Construction cost for Cottages - $22,000/ea - turnkey.
- Furniture custom-made locally.
- Coffee maker & ceiling fan in each unit, marble vanity, A/C, smoke detectors.
- picnic tables & BBQ Grill; Playground.

BEST COPY AVAILABLE

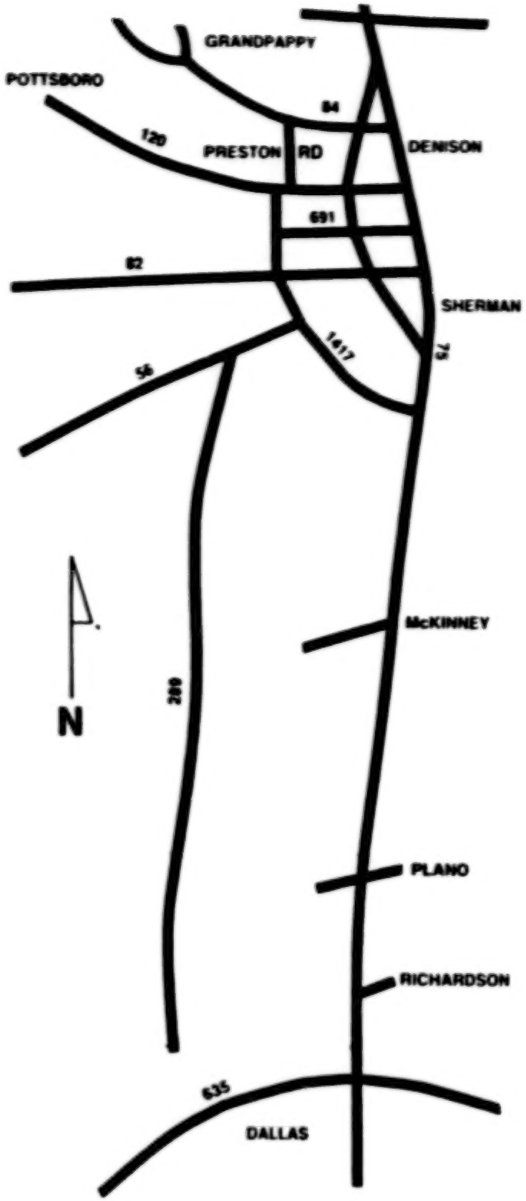
	Concessioner	Grandpappy Comparable Point Marina	Comparable	Comparable	Comparable
Fireplaces					
- in common areas					
- in rooms					
Designated Bus/Camper Parking					
Children Play Area		X			
Recreation Room					
Marina		X			
Beach		X			
Tennis Courts					
Golf Privileges					
Convenience/Comfort Related					
Air Conditioned Guest Rooms		X			
Wall-to-Wall Carpets in Rooms					
Grade A Furniture (nice-custom made oak)					
Special Bed Equipment (i.e., magic fingers, bedside lighting controls, etc.)					
Service Related					
Baggage (Bell Hop)					
Valet Parking					
Room Service					
Entertainment					
Medical Assistant/RN on Duty					
Audio Visual/Movies					
Make Other Reservations					
Have Rental Cars Available					
Major Credit Cards Accepted		?			
Registration Office Open 24 Hours		?			

More features may be added as they are observed during the comparability review, i.e., free ice, king size beds, and so on.

- wooded area with nice landscaping.

- Restaurant & Club not reviewed - closed during this visit.

BEST COPY AVAILABLE



GRANDPAPPY POINT MARINA
Route 2, Box 66P
Denison, Texas 75020
(214) 465-6330

APPIX STAMP HERE

ESCAPE TO PARADISE ON TEXOMA!

Grandpappy Point Marina

40 TON MARINE TRAVELIFT
USED BOATS – POWER & SAIL
YACHT BROKERAGE
CANVAS SHOP
MARINE SHIPS STORE
EXXON MARINE FUEL
COMPLETE REPAIR FACILITIES
ACTIVE SAILING CLUB
OVER 800 POWER & SAIL SLIPS
OPEN YEAR AROUND

Home of the ... Texoma Power Boat Club

... and the Texoma Sailing Club

Texomaland's Finest Dining

The Point RESTAURANT & CLUB

148

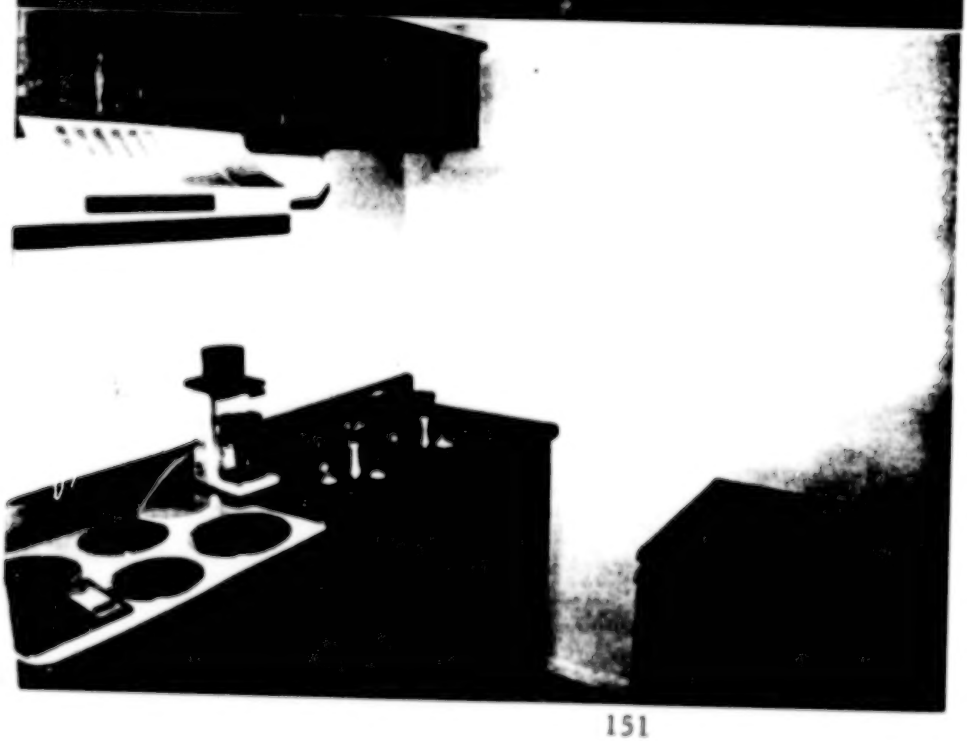
BEST COPY AVAILABLE

BLANK PAGE

GRANDPAPPY POINT MARINA

New rental cottages (two bedroom)

Furniture custom-made locally



Kitchens in all units

BLANK PAGE

GRANDPAPPY POINT
MARINA

Restaurant and club (on a cliff overlooking the lake)

BLANK PAGE

GRANDPAPPY POINT
MARINA

RV park

Full hookup sites

Picnic tables

BEST COPY AVAILABLE

BLANK PAGE

BUNCOMBE CREEK RESORT AND MARINA

Contact: Tom and Karen Wootton, Owners and Managers
Arrowhead Point - Lake Texoma
Star Route C, Box 287
Kingston, Oklahoma 73439
Phone: (405) 564-2543

Number of Rooms: Eight 2-bedroom mobile homes, fully equipped

Food Service: Steak House Restaurant

Operating Season: Year-round

Occupancy: RV sites
100% weekends (peak season)
40-50% weekdays (peak season)

Age: ?

Construction: ?

Peak Season: May-June and August (3 months)

Ratings: None

Peak-Season Clientele: Fishermen, boaters, water-skiers (tourists)

Average Length of Stay: 2 nights

Major Credit Cards Accepted: Yes

Other: Twenty RV sites with full hookups; dirt surfaced area, paved roads; tent camping; showers programmed for near future; marina with 170 covered wet boat slips; gas dock; marina store; inland grocery store by campground; Sunoco inland gas; gift shop; launch ramp; fishing guide service.

Rooms: The mobile homes were not reviewed as they were not considered to be comparable to the concession-provided overnight facilities at Big Bend.

Location: Situated on the water at Lake Texoma - a destination resort area.

Comparability: The RV sites are considered to be comparable to the concession-provided facilities at Big Bend.

RV
CAMPGROUNDS
ADJUSTMENTS TO COMPARABLES
EXTRA QUALITY FEATURES

Buncombe Creek Resort & Marina

20 RV Sites - Full Hook-ups

Features (Check if present)	CONCESSIONER	Comparables				
		Buncombe Creek Resort				
Facility Related						
Water Hook Up		X				
Electric Hook Up						
Free		X				
Extra Charge						
Extra Charge for Aid Cond. Only						
Showers (Planned for near Future)						
Cold Water - Free						
Hot and Cold Water - Free						
Coin Operated						
Rest Room Service						
Pit Type Toilets						
Flush Type Toilets		X				
Cold Water						
Hot and Cold Water						
Rest Room-Construction						
Wood						
Interior - Rough Finish						
Interior - Finished Walls and Ceilings						
Showers - Common Area						
Showers - Partioned Stalls						
Heated						
Water						
At Individual Site		X				
Scattered Hydrants						
Central Only						
Dumping Station						
Free		X				
Extra charge						
Sewage Hook Up						
Free		X				
Extra charge						

1988 Rate

$9.00 /Site

BEST COPY AVAILABLE

Features (Check if Present) Facility Related	CONCESSIONER	COMPARABLES Buncombe Creek Resort				
Site Accessibility						
Rough or Gravel road		X				
Paved						
Pull-through for RVs and trailers		X				
Provisions for Handicapped						
Lighted Areas and Path						
Picnic Table at Site		X				
Fireplace/Grill At Site						
Site Seclusion						
Utmost						
Moderate		X				
Limited						
Trash Receptacles						
At Site						
Centralized		X				
Service Related						
Camper Store		X				
Food Service		X				
Gasoline Service Station		X				
24 Hour On Site Attendent		X				
Firewood Available						
Coin Laundry Available None						
Ice Available		X				
Vending Machines		X				
Swimming Pools						
Tennis Courts						
Children's Playground						
Hiking						
Interpretation Program						
Entertainment Program						
Recreation Room						

Other factors may be added as they are observed during the comparability review.

- RV Storage Area

BRIDGEVIEW RESORT

Contact: Don and Nancy Whittaker
Lake Texoma
Rt. 2, Box 117
Madill, Oklahoma 73446
Phone: (405) 795-3979

Number of Rooms: Six cabins with kitchens and two mobile homes (fully equipped)

1988 Rates: Two double beds - $30
Four double beds - $35
Three doubles/one king - $40

Food Service: None

Operating Season: Year-round

Occupancy: RV Park (Peak Season) - 100% weekends
40-50% weekdays

Age: 18½ years

Construction: Cabins-wood-frame

Peak Season: June-September (4 months)

Ratings: None

Peak-Season Clientele: Tourists (95% repeat business)

Average Length of Stay: 2 nights

Major Credit Cards Accepted: ?

Inland Gasoline Sales: Regular, $1.08; Unleaded, $1.09 (full service)
Suppliers: 30 miles away
Cost: $.90 (delivered)
Pumps are gas company owned
No auto parts
No wrecker

Employees: Two full-time, one part-time

Other: Rental boats; 60 wet slips and 29 dry boat storage stalls; boat ramp; trailer park; 70 RV sites with electricity and water hookups; grocery store; gas dock; showers; swim beach; inland gas; RV dump station.

Rooms: The cabins and mobile homes were not reviewed for comparability as they are large units with fully equipped kitchens and are not comparable with the concession-provided overnight facilities at Big Bend National Park.

Location: Situated on the water at Lake Texoma - a destination resort area.

Comparability: The RV sites are considered to be comparable with the concession-provided facilities at Big Bend.

RV

CAMPGROUNDS
ADJUSTMENTS TO COMPARABLES
EXTRA QUALITY FEATURES

Bridgeview Resort

70 RV Sites (3 separate locations)

Features (Check if present)	CONCESSIONER	Comparables				
		Bridgeview Resort				
Facility Related						
Water Hook Up						
Electric Hook Up						
Free		X				
Extra Charge						
Extra Charge for Aid Cond. Only						
Showers						
Cold Water - Free						
Hot and Cold Water - Free		X				
Coin Operated						
Rest Room Service						
Pit Type Toilets						
Flush Type Toilets		X				
Cold Water						
Hot and Cold Water						
Rest Room-Construction						
Wood						
Interior - Rough Finish						
Interior - Finished Walls and Ceilings						
Showers - Common Area						
Showers - Partioned Stalls						
Heated						
Water						
At Individual Site		X				
Scattered Hydrants						
Central Only						
Dumping Station						
Free		X				
Extra charge						
Sewage Hook Up						
Free						
Extra charge						

1988 Rates

$10.00 Night - Hook-ups (water & elec) + free dump station use.
7.00 Night - no Hook-ups

Features (Check if Present)	CONCESSIONER	COMPARABLES				
Facility Related			Bridgeview Resort			
Site Accessibility						
Rough or Gravel road			X			
Paved						
Pull-through for RVs and trailers			X			
Provisions for Handicapped						
Lighted Areas and Path						
Picnic Table at Site (few)						
Fireplace/Grill At Site						
Site Seclusion						
Utmost						
Moderate			X			
Limited						
Trash Receptacles						
At Site						
Centralized						
Service Related						
Camper Store			X			
Food Service (Limited-Microwave items)						
Gasoline Service Station			X			
24 Hour On Site Attendent (Office 7A-7P)			X			
Firewood Available						
Coin Laundry Available						
Ice Available			X			
Vending Machines			X			
Swimming Pools						
Tennis Courts						
Children's Playground						
Hiking						
Interpretation Program						
Entertainment Program						
Recreation Room (Screened-in shelter)			X			

Other factors may be added as they are observed during the comparability review.

- no beer sales
- maximum Stay: 14 Days

BEST COPY AVAILABLE

Store and office

BLANK PAGE

RV sites

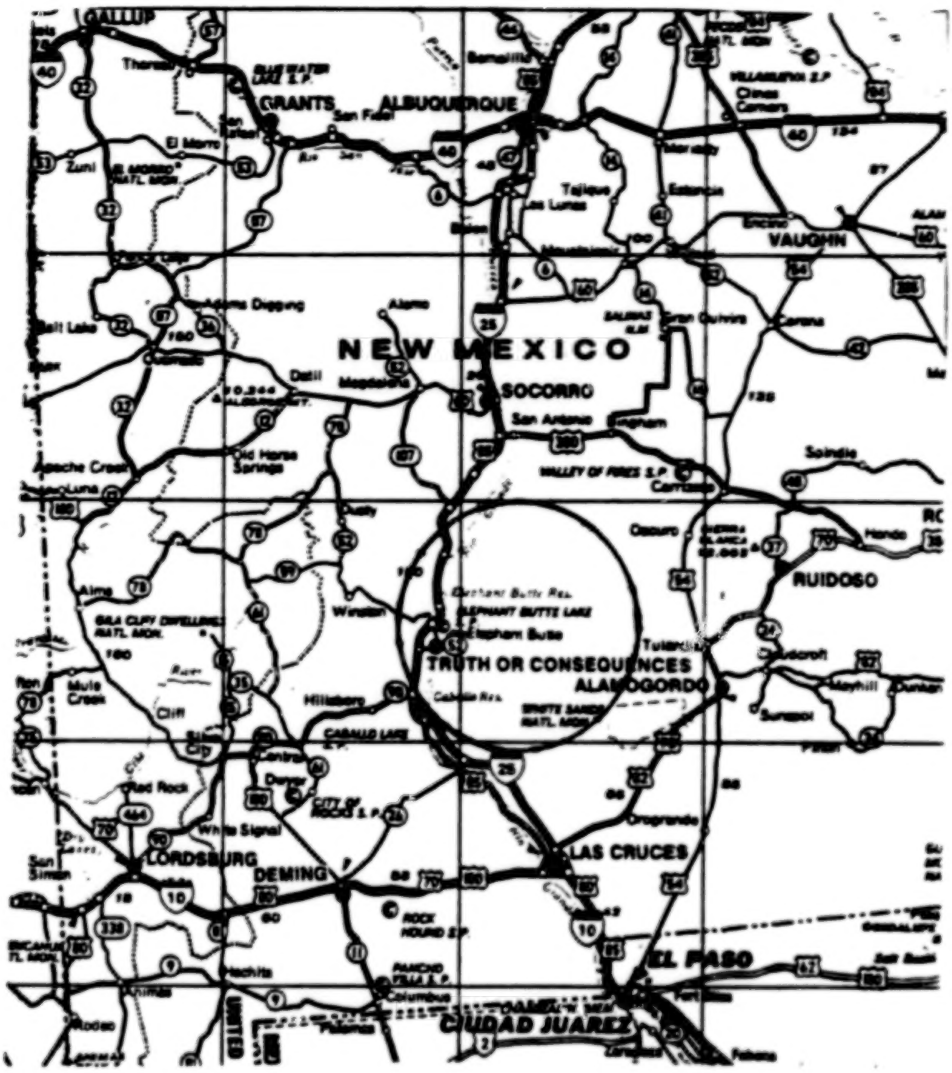
BEST COPY AVAILABLE

BLANK PAGE

ELEPHANT BUTTE LAKE, NEW MEXICO

Elephant Butte Lake is located in south central New Mexico approximately 145 miles south of Albuquerque and 504 miles northwest of Big Bend National Park's western entrance at Study Butte.

Several marinas are located on the lake which offer boat rentals, slips and moorings, fuel, ice, food, fishing tackle, bait, and boat supplies. The lake is noted for its excellent bass fishing. Water-based recreational activities include fishing, waterskiing, windsurfing, houseboating, and parasailing. Elephant Butte State Park (at the lake) offers facilities for recreational vehicles, camping, and picnicking.



BEST COPY AVAILABLE

ELEPHANT BUTTE INN

Contact: Bill and Carrie Saegart, Owners
Highway 52, Box E
Elephant Butte, New Mexico 87935
Phone: (505) 744-5431

Number of Rooms: 48 rooms

Food Service: 93-seat, full-service restaurant and lounge

Operating Season: Year-round

Occupancy: Peak - 100% (weekends and holidays)

Age: 15+ years

Construction: Wood-frame, stucco, two-story

Peak Season: April-October (7 months)

Ratings: AAA - 3-Diamond

Peak-Season Clientele: Tourists, families (%'s-?)

Average Length of Stay: 1-2 nights

Major Credit Cards Accepted: Yes

Other: Outdoor heated swimming pool, tennis courts, picnic area.

Rooms: Standard rooms, double-double longboy beds, air-conditioning. No upgrade amenities.

Location: Overlooking Elephant Butte Lake - a water-related recreational resort area.

Comparability: This facility is considered to be a good comparable to the concession-provided overnight accommodations and restaurant at Big Bend National Park.

Elephant Butte Inn

LODGING COMPARABLES

SIMILAR SIZE: LESS THAN 75 ROOMS 48
75 TO 150 ROOMS ____
OVER 150 ROOMS ____

IN-SEASON OCCUPANCY RATES: 100% weekends & holidays

BUILDING TYPE:
HIGH-RISE (3 OR MORE STORIES) ____
LOW-RISE (2 STORIES) X
SINGLE STORY ATTACHED ____
DETACHED ROOMS OR CABINS ____
TENTS ____

SEASONALITY (75% OF BUSINESS): APR-Oct (7 mos.)

COMPETITION (MILES & #):

2+ (in Truth or Consequences - 5 miles away)

SIMILAR SETTING OF AREA:

Lake Resort Area

SIMILARITY OF CLIENTELE (AVERAGE LENGTH OF STAY) 1-2 Nights
(TOURIST, CONVENTION, FAMILIES, ETC.):

% = ? Fishermen

SIMILAR AGE OF FACILITY: 15+ yrs.

CONSTRUCTION TYPE: MASONRY/STEEL EXTERIOR FINISHED INTERIOR Stucco
" " UNFINISHED INTERIOR ____
FRAME/WOOD X
CANVAS ____

REMOTENESS (DISTANCE FROM SUPPLIERS: ALB - 165 miles
Las Cruces - 75 miles

AFFILIATION (NAT'L, REGIONAL, NON-AFFILIATED) None

NUMBER OF EMPLOYEES: 27 year-round (entire facility)

HOUSING OF EMPLOYEES: 1 (chef)

RATINGS OF OTHER ORGANIZATIONS: AAA 3-Diamond

BEST COPY AVAILABLE

LODGING FACILITIES

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is item is present)	Concessioner	Elephant Butte Comparable Inn	Comparable	Comparable	Comparable
Facility Related					
Television					
- color/no charge		X			
- BW/no charge					
- movies via TV/no charge		X			
- extra charge					
Telephone					
- direct dial		X			
- switchboard operated					
Swimming Pool					
- indoor					
- outdoor/heated (heated APR-SEP only)		X			
- outdoor/not heated					
- pool deck/patio area		X			
Retail Facilities					
- gifts/souvenirs (small notions sales / front desk)					
- personal needs/drugs					
- outdoor equipment (i.e., camping, fishing, etc.)					
- other (i.e., groceries, sundries, etc.)					
Restaurant/Bar Facilities					
- cafeteria					
- full-service dining room		X			
- fast-food					
- bar		X			
Rooms					
- temperature control		X			
- shower or bath in each		X			
- suites (1)		X			
- rooms adapted for handicapped					
- conference or meeting rooms (TWO Rooms: UP TO 120 people)		X			
- rooms with kitchens					
Vending					
- in-room					
- common area (Lobby area)		X			

- plastic glasses
- Pets allowed.
- picnic area
- tennis courts
- patio off restaurant
- Some wallpaper in rooms

BEST COPY AVAILABLE

	Concessioner	Elephant Butte Comparable Inn	Comparable	Comparable	Comparable
Fireplaces					
- in common areas					
- in rooms					
Designated Bus/Camper Parking (yes-not designated)					
Children Play Area					
Recreation Room video game area		X			
Marina					
Beach					
Tennis Courts (2) (no lights)		X			
Golf Privileges (1/2 mile- reduced rate for guests)		X			
Convenience/Comfort Related					
Air Conditioned Guest Rooms		X			
Wall-to-Wall Carpets in Rooms		X			
Grade A Furniture					
Special Bed Equipment (i.e., magic fingers, bedside lighting controls, etc.)					
Service Related					
Baggage (Bell Hop)					
Valet Parking					
Room Service		X			
Entertainment (Bar - 6 nights /wk)		X			
Medical Assistant/RN on Duty (5 miles - medical assist.)					
Audio Visual/Movies					
Make Other Reservations					
Have Rental Cars Available					
Major Credit Cards Accepted		X			
Registration Office Open 24 Hours* (6 AM - 12/1/2 PM - when Bar Closes)					

*no incoming calls after offices closes - sheriff takes emerg. calls.

More features may be added as they are observed during the comparability review, i.e., free ice, king size beds, and so on.

1988

Rates

ONE BED ONE PERSON	$3[illegible]
ONE BED TWO PEOPLE	41
TWO BEDS ONE PERSON	43
TWO BEDS TWO PEOPLE	46
TWO BEDS FOUR PEOPLE	54
SUITE	82
TWO BEDS THREE PEOPLE	50

BEST COPY AVAILABLE

FOOD COMPARABLES

FOOD SERVICE TYPE: FAST FOOD
- STAND-UP ____
- SIT-DOWN X
- CARRY-OUT X
- PAPER SER ____
- TABLE SER X

COFFEE SHOP ____
BUFFET ____
CAFETERIA ____
INFORMAL D.R. X
FORMAL D.R. ____

SIMILAR SALES MIX (ALCOHOL TO FOOD): ? 93-Seats (175 - Banquet seating)

SIMILAR NUMBER OF SEATS: ____

SIMILAR MENU:
- FAST FOOD
- SANDWICHES X
- FAMILY STYLE
- ETHNIC
- LIMITED
- SPECIALTY ITEMS
- STANDARD OFFERINGS X

SIMILAR NUMBER OF MEALS:
- BREAKFAST X
- LUNCH X
- DINNER X

COMPETITION: 2+ (1-nearby & one 5 miles away in Tore)

PROXIMITY OF SUPPLIERS: same as motel

SEASONALITY (75% OF BUSINESS): same as motel

NUMBER OF EMPLOYEES: See motel sheet

GET A MENU : Attached

BEST COPY AVAILABLE

FOOD SERVICE

ADJUSTMENTS TO COMPARABLES

EXTRA QUALITY FEATURES

Features (Check is present)		COMPARABLES			
	Concessions	Elephant Burke Inn			
Facility Related					
Carpeting		X			
Booths					
Counter Seats					
Provisions for the Handicapped					
Comfort Related					
Smoking/Non-Smoking Areas					
Air Conditioning		X			
Recorded Music		X			
Live Entertainment/Stage					
Service Related					
Flowers or Plants on Tables (silk)		X			
Take-out Service Available					
Liquor License Held					
- Wine and Beer		X			
- Spirits		X			
Caters to Tour Groups and Organizations					
Major Credit Cards Accepted (linen napkins)		X			
Linen Tablecloths (Dinner) (Vinyl Place Mats)					
Glass vs. Paper Cups or Plastic Cups		X			
Stainless or Silverplated Tablesetting vs. Plastic		X			

More features may be added as they are observed during the comparability review, i.e., toothpicks, mints, wetnaps, and so on.

BEST COPY AVAILABLE

BLANK PAGE

ELEPHANT
BUTTE INN

Entire complex

Typical room

Lobby area

Banquet facilities

Restaurant

BEST COPY AVAILABLE

BLANK PAGE

1988

BREAKFAST

6:00 - 11:30 a.m.

FRUITS AND JUICES

Chilled Orange Juice	large $1.25	small .75
Tomato or Grapefruit Juice	large $1.25	small .75
Melon in Season $1.75	Grapefruit (half)	$1.50

1.) **One Egg, Two Hotcakes,** *Two strips of bacon or two pieces of sausage*	$3.50
2.) **Two Poached Eggs,** *on an English Muffin*	$2.95
3.) **A Dutch Waffle,** *Syrup, bacon or sausage*	$3.25
4.) **Three Hot Cakes,** *Syrup, bacon or sausage*	$3.50
5.) **Huevos Rancheros,** *(Two fried eggs on a flour tortilla red or green chili) toast and jelly*	$4.25
6.) **One Egg,** *any style, hashbrowns, toast and jelly*	$3.10
7.) **Two Eggs,** *any style with either ham, bacon or sausage, hashbrowns, toast*	$4.00
8.) **Two Scrambled Eggs,** *served on a toasted Croissant topped with ham and melted cheese, hashbrowns*	$3.95
9.) **French Toast,** *(golden brown) served with syrup, bacon or sausage*	$3.25
10.) **Sirloin Breakfast Steak,** *Two eggs any style, hashbrowns, toast and jelly*	$5.95

A LA CARTE

One Egg, *toast and jelly*	$1.75
Two Eggs, *toast and jelly*	$2.75
Order of Bacon or Sausage	$1.60
Order of Ham	$1.95
One Egg, *any style*	.75
Hashbrowns	.95
Three Egg Omelette, *hashbrowns*	$3.35
with cheese	$3.95
with ham and cheese	$4.50
with ham	$4.25
Denver *(Western)* **Omelette,** *hashbrowns*	$4.75

All Omelettes are served with toast and jelly

Tender Fluffy Hotcakes, *syrup and butter*	$2.45
Short Stack	$1.95
Stack of Three Pancakes, *blueberry or strawberry*	$2.65
Belgian Waffle, *butter and syrup*	$2.15
Cinnamon Rolls, *homemade*	$1.35
English Muffin, *buttered*	.75
Hot or Cold Cereal	$1.45
Toast and Jelly	$1.10

BEVERAGES

Coffee, *(bottomless cup)* Tea or Sanka	.50
Milk or Hot Chocolate	.75

BEST COPY AVAILABLE

LUNCHEON

11:30 - 2:00

Your Selection from Our Salad Bar $3.50

Soup and Sandwich **$3.95**
Homemade soup and our special sandwich. You'll love it.....

The Inn's Chef's Salad **$4.75**
Tossed crisp greens served in a tortilla shell with julienne ham, cheese and turkey garnished with tomato wedges, egg slices and olives. Topped with your favorite dressing.

Pork Schnitzel **$3.95**
Served on a bun with apple sauce and french fries.

Fruit Plate **$4.25**
Assorted fruit on crisp lettuce with cottage cheese.

The Rancher **$6.50**
An open face steak sandwich garnished with lettuce leaf, sliced tomatoes and french fries.

Patty Melt with French Fries **$3.75**
Ground beef patty served with sliced American cheese sauted onions on toasted rye or English Muffin.

French Dip **$3.95**
Thinly sliced roast beef served on a Kaiser roll with au jus and french fries.

Reuben **$3.75**
Thinly sliced corned beef, melted Swiss cheese, sauerkraut, Thousand Island dressing and potato chips.

Monte Cristo **$3.85**
Ham turkey and Swiss cheese on white bread, dipped in batter and grilled to a golden brown.

B. L. T. **$3.15**
Bacon, lettuce and tomatoes served with potato chips.

Club Sandwich **$3.85**
Served with either cole slaw or potato salad.

Grilled Cheese Sandwich **$2.50**
with green chili **$2.75**

Turkey 'n Sprout **$2.95**

Hamburger **$3.25**
1/3 lb. hamburger on a toasted bun, lettuce, tomato, pickle and onion.

Cheeseburger **$3.50**
(American) served with potato chips or french fries.

Chili Cheeseburger **$3.75**
Topped with red or green chili served with potato chips or french fries.

The Inn Burger **$3.85**
Deluxe bacon & cheeseburger, American or Blue cheese served with french fries.

Breast of Chicken Sandwich **$3.75**
Served on a Kaiser roll, dill sauce and potato chips or french fries.

Order of French Fries **$1.00**

Green Chili Fries **$1.50**

DESSERT

Homemade Cheese Pie	$2.00
Apple Strudel	$1.95
A LA MODE	$2.50
Pecan Pie	$1.75
Pear Helene	$1.85
Peach Melba	$1.85
Strawberry, Chocolate, Menth Parfait	$1.75

BEVERAGES

Coffee, Tea	.60
Soft Drinks	$1.00
Milk or Hot Chocolate	.75

BEST COPY AVAILABLE

Welcome to INNOVATIONS

a la Carte Menu

Appetizers

Stuffed Baked mushrooms	3.25
Deep Fried Zucchini	2.65
Deep Fried Mushrooms	2.65
Deep Fried Green chilis	2.75
Guacamole with Tostada Chips	3.50
Shrimp Cocktail	5.95
Cup of Soup du Jour	1.25

South of the Border

Pollo con Queso - Breast of Chicken broiled with Monterey Jack Cheese ~ Served with Nacho & Green Chili Sauce	8.95
Chicken or Beef Fajitas ~ Sauteed with Bell Peppers, Onions & tomatoes ~ Served with Guacamole & Pico de Gallo	[illegible]
Chicken & Green Chili Burrito Platter	[illegible]
Enchilada Platter, Red or Green	4.45
with Fried Egg	5.45
with Beef or Chicken	6.25
Beef Tacos	4.50

south of the Border platters include salsa and chips, rice and Beans

Beverages

Coffee, Tea or Iced Tea	.50
Milk	.85

ASK YOUR WAITPERSON ABOUT OUR DESSERTS!

BEST COPY AVAILABLE

FULL DINNER MENU

From the Ranch

T-Bone Steak	16 oz - The Tastiest Cut	13.95
Filet Mignon	10 oz - The Tenderest Cut	12.95
Petit Filet Mignon	6 oz A smaller version	9.95
Southwestern Beef Wellington	Puff Pastry Stuffed with 6 oz Filet with Green Chili and Cheese	11.25
Chicken Fried Steak	with Country Gravy or Nacho Cheese	7.95
Chopped Sirloin		4.95
Childs Portion		3.00

From the Sea

Cod a la Maison	Broiled or Sauteed with White Wine	7.95
Catfish	pan fried with Cajun Spices	8.95
Shrimp Lakeside	Deep Fried Jumbo Shrimp	10.95
Shrimp Scampi	Sauteed in White Wine & Garlic	11.95

From the Coop.

Spicey Fried Chicken	Leg & Thigh or Breast & Wing	5.95
Childrens Portion		3.00
Chicken a la Inn	mesquite Grilled Lemon chicken	7.75
Chicken Breast L Orange	(Orange Liquer Sauce)	8.50

above dinners include salad bar, vegetable, choice of potato or Rice Pilaf and Hot Bread

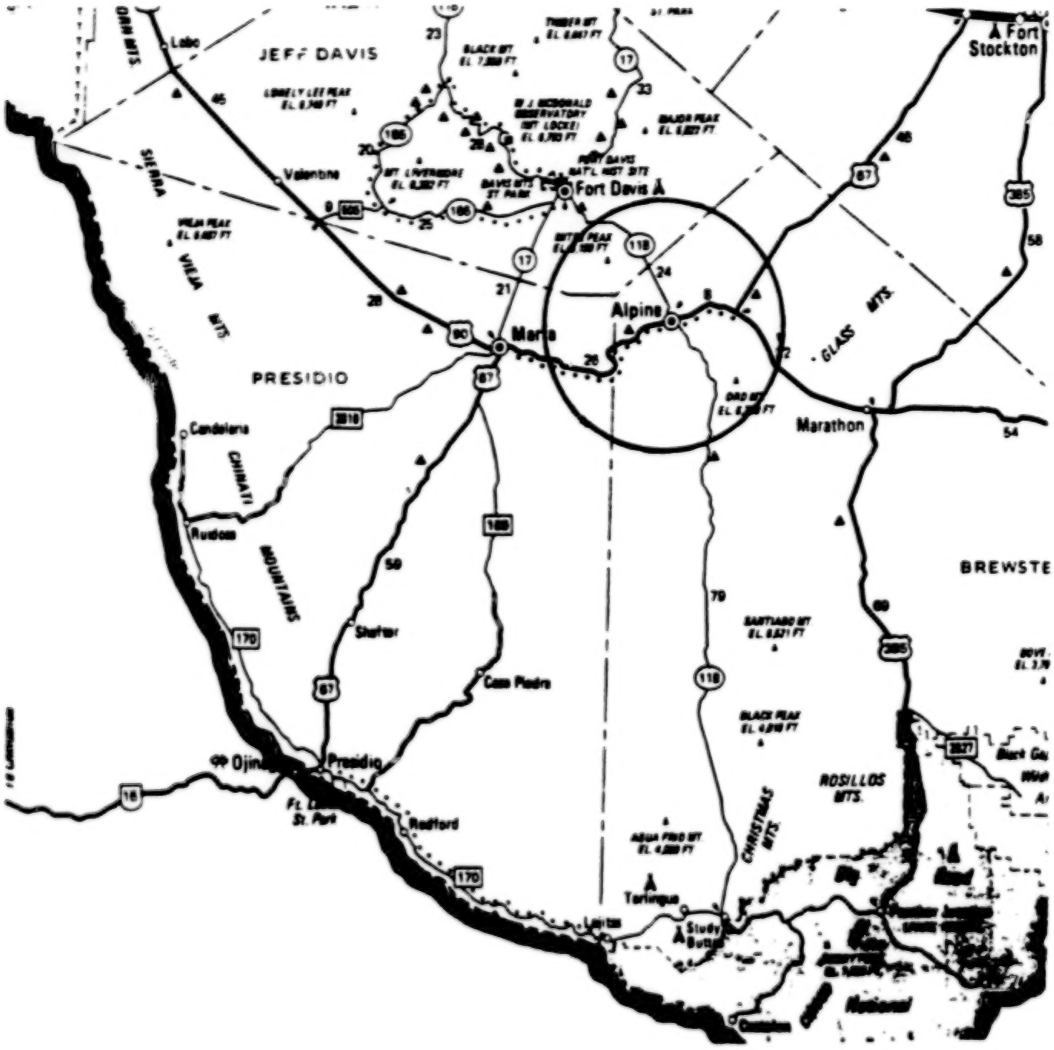
Salad Bar only	3.95
Salad Bar & Baked Potato	4.95

BEST COPY AVAILABLE

ALPINE, TEXAS

Alpine is located in the midwestern portion of Texas approximately 65 miles southwest of Fort Stockton and 80 miles north of Big Bend.

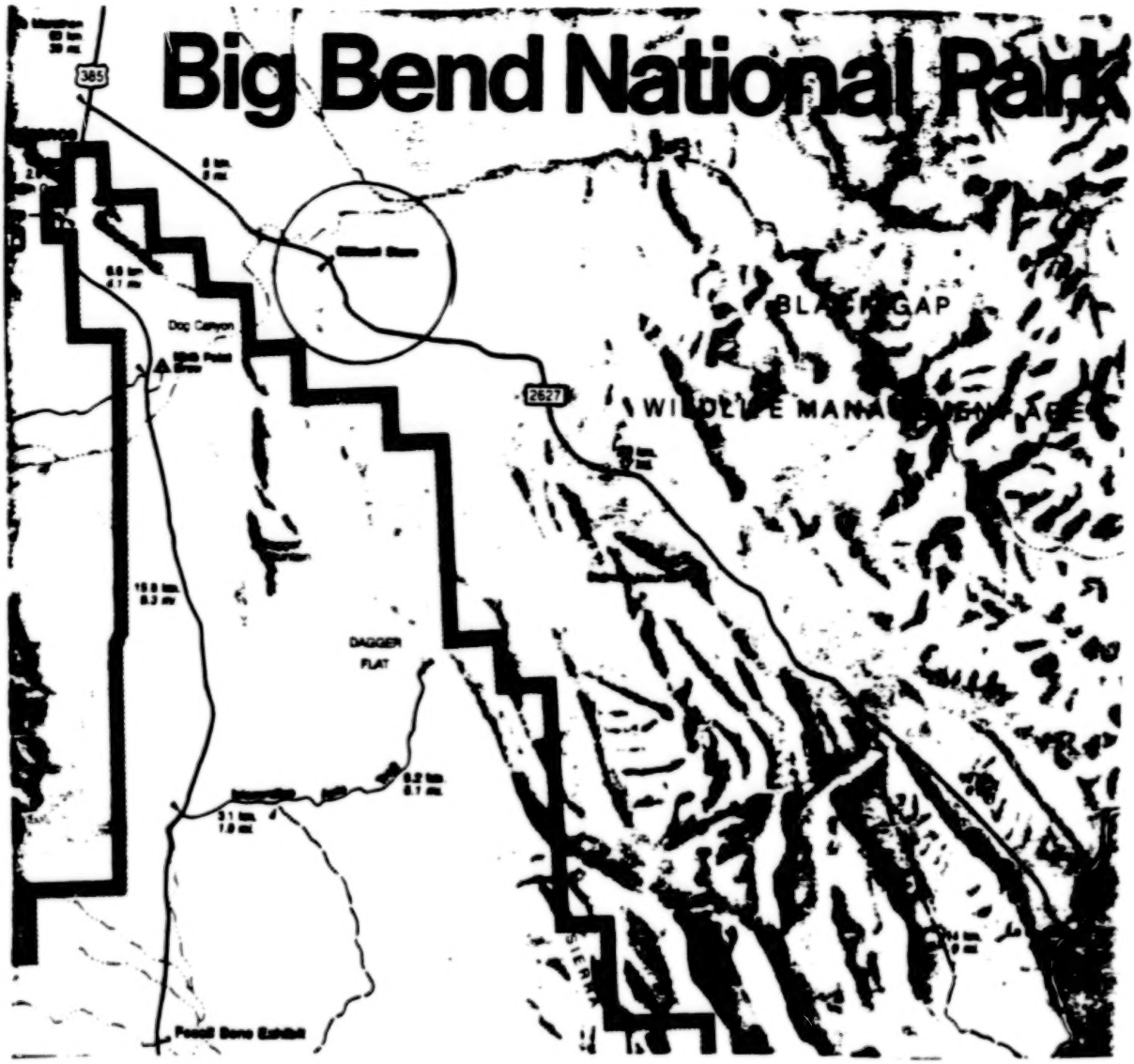
Alpine, situated in a vast mountainous area of 5,935 square miles, is a retail center and shipping point for a huge ranching area, headquarters for mining companies, and home of Sul Ross State University. Visitors to the area enjoy golfing, mountain climbing, horseback riding, swimming, camping, rock and mineral collecting, and in-season hunting of deer, antelope and game birds.



BEST COPY AVAILABLE

STILLWELL RV PARK AND STORE

The mailing address for this facility is Alpine, Texas; however, the store is located along Highway 2627 approximately 10 miles southeast of the park's northeast entrance.



BEST COPY AVAILABLE

STILLWELL RV PARK AND STORE

Contact: Hallie Stillwell, Owner
Big Bend Route, Box 430
Alpine, Texas 79830
(915) 376-2244

(Mailing address is in Alpine -- Store located along Highway 2627, approximately 10 miles southeast of Big Bend's northeast entrance.)

Number of Sites: 24 (full hookups)

Food Service: None

Operating Season: Year-round

Occupancy: ?

Peak Season: October-March (6 months)

Peak-Season Clientele: Tourists (winter visitors)

Average Length of Stay: One night

Other: Convenience store, gasoline pumps, laundry, picnic tables, showers, rest rooms.

Location: Forty-six miles south of Marathon, Texas, in primarily a destination resort area.

Comparability: The RV sites and gasoline service are considered to be comparable to those provided by the concessioner at Big Bend National Park.

RV

CAMPGROUNDS
ADJUSTMENTS TO COMPARABLES
EXTRA QUALITY FEATURES

Stillwell RV Park & Store
[illegible], TX
915 376-2277

Features (Check if present) (FIVA Brand Gasoline)	CONCESSIONER	Comparables				
		Stillwell RV Park & Store				
Facility Related						
Water Hook Up		X				
Electric Hook Up						
Free		X				
Extra Charge						
Extra Charge for Aid Cond. Only						
Showers						
Cold Water - Free						
Hot and Cold Water - Free		X				
Coin Operated						
Rest Room Service						
Pit Type Toilets						
Flush Type Toilets		X				
Cold Water						
Hot and Cold Water						
Rest Room-Construction						
Wood						
Interior - Rough Finish						
Interior - Finished Walls and Ceilings						
Showers - Common Area						
Showers - Partioned Stalls						
Heated						
Water						
At Individual Site		X				
Scattered Hydrants						
Central Only						
Dumping Station						
Free						
Extra charge						
Sewage Hook Up						
Free		X				
Extra charge						

1988 Rates

$10.00/night - gravel sites
$60.00/week
$200./month - (no charge for extra people)
- Showers: $1.00 for non-renters

BEST COPY AVAILABLE

Gasoline

- Supplier: Collard, SW Tex
- Supplier owns pumps
- Stillwell owns tanks
- Cost: $.95 Reg & .97 Unlead (Sept)
- Selling Price: $1.15 Reg
  $1.16 Unlead

Features (Check if Present)

Facility Related	CONCESSIONER	COMPARABLES: Stillwell RV Park & Store				
Site Accessibility						
Rough or Gravel road						
Paved						
Pull-through for RVs and trailers						
Provisions for Handicapped						
Lighted Areas and Path						
Picnic Table at Site		X				
Fireplace/Grill At Site						
Site Seclusion						
Utmost						
Moderate						
Limited						
Trash Receptacles						
At Site						
Centralized		X				
Service Related						
Camper Store		X				
Food Service						
Gasoline Service Station		X				
24 Hour On Site Attendent						
Firewood Available						
Coin Laundry Available $1.00-Wash/25¢Dry		X				
Ice Available						
Vending Machines						
Swimming Pools						
Tennis Courts						
Children's Playground						
Hiking						
Interpretation Program						
Entertainment Program						
Recreation Room						

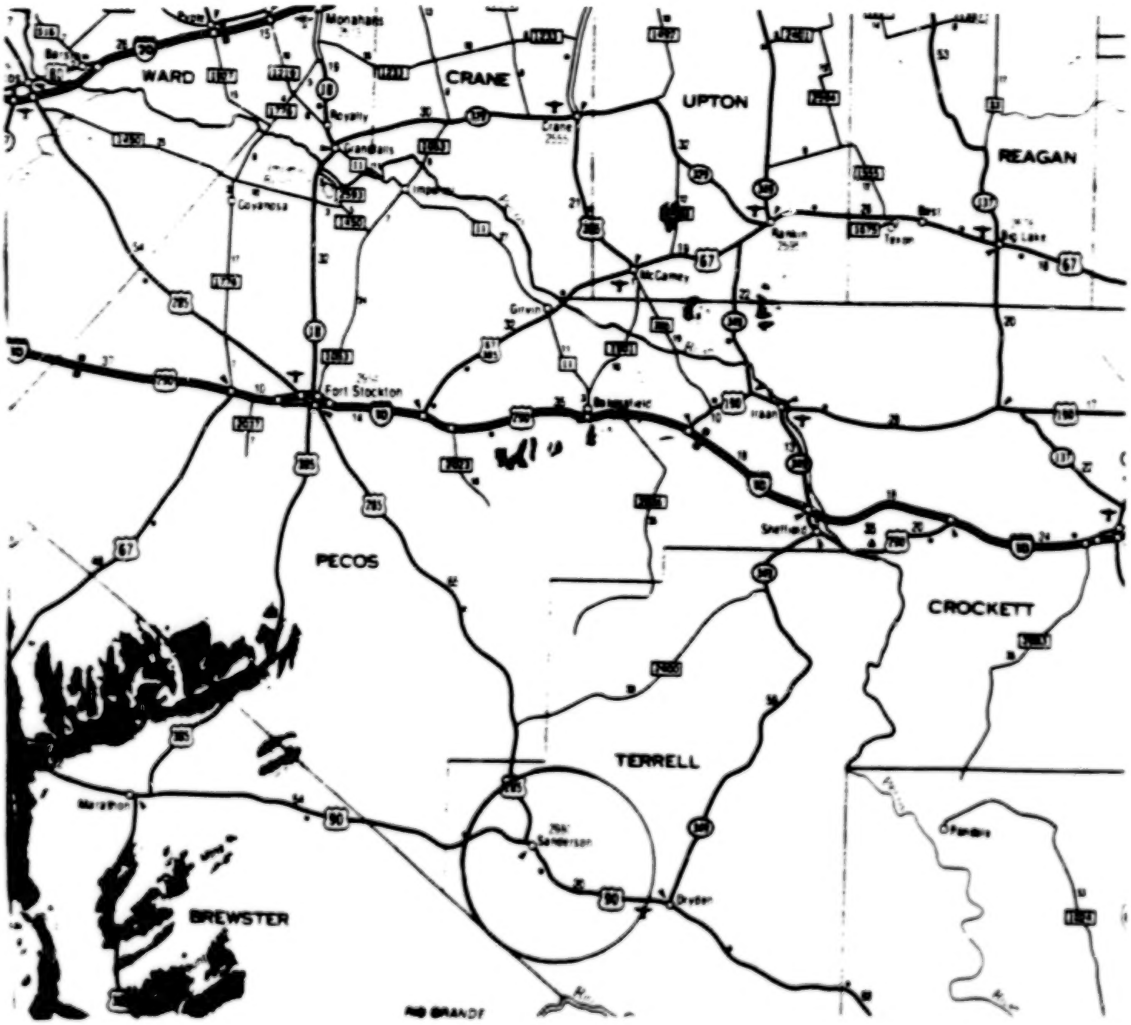
Other factors may be added as they are observed during the comparability review.

- TV hook-up at 10 Sites (satellite)
- Tent Camping: $3.00/Night
- Horse corrall: $1.50/Night (Per Horse)
- They pick up most supplies at SAMS Club in Midland, some at Welchs in Alpine (milk & bread); Toms brings candy; They meet Gaudys on occasion at 385 Junction.

BEST COPY AVAILABLE

SANDERSON, TEXAS

Sanderson is located in the midwestern portion of Texas approximately 54 miles southeast of Marathon and 94 miles northeast of Big Bend's northeast entrance via Highways 385 and 90.



BEST COPY AVAILABLE

YBARRA DRIVE INN
(Gasoline Service)

Contact: Eulalio Ybarra, Jr.
Ybarra Drive Inn
Sanderson, Texas 79848
(915) 345-2971

Service: Self-service gasoline and convenience store

Food Service: None

Operating Season: Year-round

Peak Season: October-May (8 months)

Peak-Season Clientele: Tourists - 40%
Locals - 60%

Other: Convenience store on-site

Location: Sanderson is located midway between Big Bend National Park and Amistad Recreation Area, approximately 94 miles northeast of Big Bend's northeast park entrance. Ybarra Drive Inn is situated at the edge of town.

Comparability: This facility is considered to be comparable to the concession-provided gasoline facilities at Big Bend.

Self-Service
Reg - $ 103.9 (5¢ discount for cash
Unlead - 104.9
(.91/gas delivery cost)

GASOLINE SERVICE STATIONS
ADJUSTMENTS TO COMPARABLES
EXTRA QUALITY FEATURE

YBARRA DRIVE INN
Sanderson, TX

Contact: Eulalio Ybarra, Jr.
PH: 345-2971

Features (Check if present)	CONCESSIONER	COMPARABLES			
		Ybarra Drive Inn			
Facility Related					
Restrooms		X			
Public Telephone					
Car Wash					
Adjoins Restaurant or Motel		X			
~~Adjoins Retail~~ Store - Convenience (on-site)					
Comfort Related					
Waiting Room (For customers awaiting auto repairs)					
Service Related					
Trailer/RV Service					
Accepts Membership Road Service					
Provides Free Maps					
Tires, Batteries, and Accessories (NONE)					
Repair Service Available (NONE)					
Tow Service Available					
Mechanics Licenses Held					
Open 24 Hours (6AM-1:00 AM)					
Open 7 Days a Week		X			
Accepts Major Oil Company Card		X			
Accepts Major Credit Cards		X			

Other features may be added as they are observed during the comparability review, i.e., vending service, full service, self-service, and so on.

- Privately owned building
- Gas Suppliers: 84 miles away
- Newell Oil, Alpine owns pumps
- Clientele: 40% Tourist/60% Local
- Sells beer, groceries, Gandys Ice Cream Products - San Angelo, TX (60 miles)
- Gallons per month sold: 23000

BEST COPY AVAILABLE

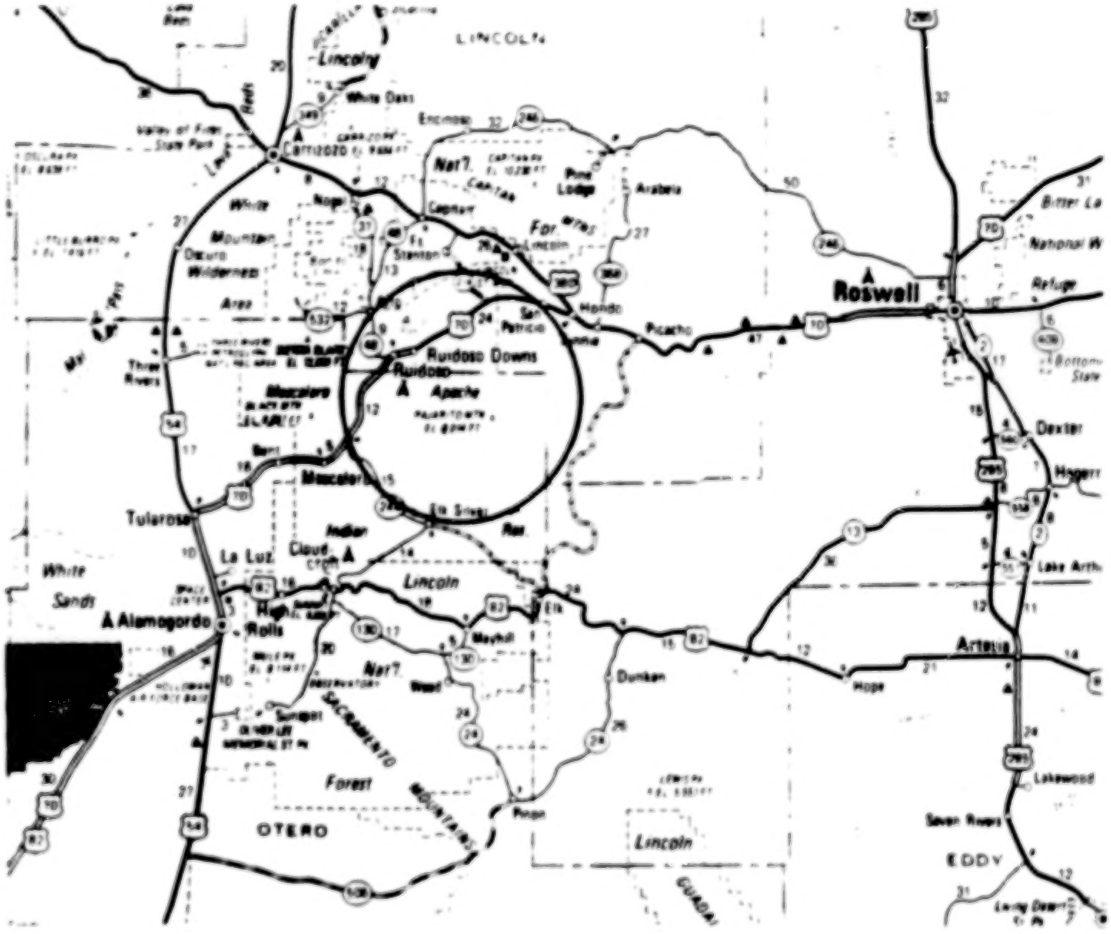
SUPPLEMENTAL SURVEY

September 22-25, 1989

RUIDOSO, NEW MEXICO

Ruidoso is located in south central New Mexico approximately 178 miles southeast of Albuquerque and 464 miles northwest of Big Bend's northeast entrance.

Ruidoso is situated at a 7,000 foot elevation in the 600,000-acre, pine-covered Sacramento Mountains along the Ruidoso River. The town was established in the 1890's as a tin-roofed trading post. The post's old water wheel still stands on the main street. The area is popular for fishing, golf, hiking, hunting, camping, and winter skiing. Ruidoso Downs, a top USA quarter horse track, offers horse racing from May through September, culminating in the American Futurity, the largest single purse in quarter horse racing.



BEST COPY AVAILABLE

GASOLINE SERVICE STATIONS
ADJUSTMENTS TO COMPARABLES
EXTRA QUALITY FEATURE

Features (Check if present)	CONCESSIONER	COMPARABLES			
		● Chevron food mart	● Chevron Rudoso	● Exxon (white mt	Texaco (illegible)
Facility Related					
Restrooms	X	X	X	X	X
Public Telephone	X	X	X	X	X
Car Wash	X	X	X	X	X
Adjoins Restaurant or Motel					
Adjoins Retail Store	X	X	X	X	
Comfort Related					
Waiting Room (For customers awaiting auto repairs)					
Service Related					
Trailer/RV Service	X				
Accepts Membership Road Service					
Provides Free Maps		X	X		
Tires, Batteries, and Accessories	X	X	X	X	X
Repair Service Available	X	X	X	X	X
Tow Service Available	X				
Mechanics Licenses Held		X	X	X	X
Open 24 Hours					
Open 7 Days a Week	X	X	X	X	X
Accepts Major Oil Company Card	X	X	X	X	X
Accepts Major Credit Cards	X	X	X	X	X
	11	11	11	10	9

Other features may be added as they are observed during the comparability review, i.e., vending service, full service, self-service, and so on.

● Recommended Comparables

BEST COPY AVAILABLE

Features (Check if Present) Facility Related	CONCESSIONER	COMPARABLES Circle B RV Camp (180 sites)	Tall Pines Camp (80 sites)	Mt High RV Park (34 sites)		
Site Accessibility						
Rough or Gravel road				X		
Paved	X	X	X			
Pull-through for RVs and trailers		X				
Provisions for Handicapped	X					
Lighted Areas and Path		X	X	X		
Picnic Table at Site			X	X		
Fireplace/Grill At Site		X	X			
Site Seclusion						
Utmost						
Moderate		X	X	X		
Limited	X					
Trash Receptacles						
At Site						
Centralized	X	X	X	X		
Service Related						
Camper Store	X					
Food Service						
Gasoline Service Station	X			X		
24 Hour On Site Attendent		X		X		
Firewood Available		X	X			
Coin Laundry Available	X					
Ice Available	X					
Vending Machines		X				
Swimming Pools						
Tennis Courts						
Children's Playground						
Hiking						
Interpretation Program						
Entertainment Program						
Recreation Room		X				
Cable		X	X			

Other factors may be added as they are observed during the comparability review. All Site maintance, Electrical water sewer road parking expenses are entirely the operators

BEST COPY AVAILABLE

END

DATE FILMED

02-26-92